

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS \$1 PER YEAR

Thirty-Second Year

GRAND RAPIDS, WEDNESDAY, JUNE 23, 1915

Number 1657

Saturate Yourself With Success

KEEP in the right attitude of mind. Think success, dream success, have no other idea but success. It is yours if you will it and will it hard enough. I can read it on a man's countenance when he comes in my office and I want my men to have it in their make-up. When a cigarette smoker calls on me, he doesn't have to tell me that he smokes cigarettes. I can smell it on his clothes. I can see the stain on his fingers. Just so when a man becomes saturated with success. You know it, just as you know a cigarette smoker.

When you concentrate heart and soul and body upon success, then success is yours. When you wince under the goad of apprenticeship in your preparation for your life work, think success and success is yours. Not always success measured in cold dollars and cents, but success in the highest sense of the word. Success that says you have made the highest use of your God-given talents by developing a character which shall be an inspiration to mankind.

W. H. Danforth.

Good Yeast
 Good Bread
 Good Health

Sell Your Customers
FLEISCHMANN'S
YEAST



Back after another slice

Ceresota
 Is the
 Standard
 Spring Wheat
 Flour
 We Sell It

JUDSON GROCER CO.

The Pure Foods House

GRAND RAPIDS, MICHIGAN

 **TANGLEFOOT** 

The Non-Poisonous Fly Destroyer

46 cases of poisoning of children by fly poisons were reported in the press of 15 States from July to November, 1914.

DELIVERY WAGONS

\$47.00, \$48.00, \$50.00, \$55.00, \$60.00, \$70.00,
 \$75.00, \$85.00, \$90.00

Our line of delivery wagons are built extra strong and give good satisfaction

SHERWOOD HALL CO., LTD.

30-32 Ionia Avenue

Grand Rapids, Mich.

H. LEONARD & SONS

WHOLESALE COMMISSION AGENTS FOR

House Furnishings, China Ware, Glass and Silverware
 Headquarters for Toys and Fancy Goods

Space Devoted to Samples—20,000 Square Feet

GRAND RAPIDS, MICH.

Of course we want your order.

Of course we don't expect it unless we deserve it.

But it is our low prices as printed in our catalogue that brings to us an ever increasing volume of business.

We are one of the few firms in business that dare to print their prices and this is what makes buying by mail safe or even possible, as you take no risk but can save money, time and very often freight charges.

Our catalogue illustrates the lines for which we are the wholesale commission agents better than the goods could be shown to you in any other way unless you could come into our store in person and see the magnificent assortment we are showing. If you have not our catalogue at hand, may we send it to you?

A POSTAL WILL BRING IT

Spring and summer goods are in daily demand and you can certainly sell these lines to your customers with a profit as they must have these things in their homes.

Hammocks	Soda Glasses and	Vases and Show Jars
Screen Doors	Sherbets	Shelf Paper
Window Screens	Garden Hose	Paper Napkins
Oil and Gasoline	Lawn Sprinklers	Laundry Goods
Stoves	Garden Tools	Fly Killers and Traps
Lawn Mowers	Wire Screen Cloth	Japanese Lanterns
Go Carts and	Sulkeys and Children's	Croquet Sets
Baby Carriages	Wheel Goods	Lemonade Sets
Galvanized Iron Ware	Refrigerators	Stoneware



A Real Naphtha Soap Powder

For a limited time, subject to withdrawal without advance notice, we offer
LAUTZ NAPHTHA SOAP POWDER, 60 PKGS.—5 CENT SIZE
 through the jobber—to Retail Grocers:

25 boxes @ \$2.30	—5 boxes FREE
10 " @ 2.30	—2 boxes FREE
5 " @ 2.35	—1 box FREE
2½ " @ 2.40	—½ box FREE

F. O. B. Buffalo: Freight prepaid to your R. R. Station in lots of not less than 5 boxes. All orders at above prices must be for immediate delivery. This inducement is for NEW ORDERS ONLY—subject to withdrawal without notice.
 Yours very truly,

Deal No. 1501
 BUFFALO, N. Y.

Lautz Bros. & Co.

MICHIGAN TRADESMAN

Thirty-Second Year

GRAND RAPIDS, WEDNESDAY, JUNE 23, 1915

Number 1657

SPECIAL FEATURES.

Page	
2.	Pacific to Petoskey.
3.	Representative Retailers.
4.	News of the Business World.
5.	Grocery and Produce Market.
6.	Detroit Detonations.
8.	Editorial.
10.	Dry Goods.
11.	John Hout's Life.
12.	Clothing.
13.	Woman's World.
14.	Financial.
16.	Hardware.
18.	Shoes.
20.	The Meat Market.
22.	Butter, Eggs and Produce.
24.	The Commercial Traveler.
26.	Drugs.
27.	Drug Price Current.
28.	Grocery Price Current.
30.	Special Price Current.
31.	Business Wants.

PREPARE FOR THE PICNIC.

The picnic season is at hand and you will be surprised how quickly the word will be passed around if you but make suitable preparations for it. Every one enjoys a day's outing, but not every housewife relishes the labor entailed in preparation for it. If you anticipate her needs by being ready with some of the things which are sure to go better than the choicest pastry, she will be a truly grateful patron and will favor doubling the number of picnics. Then there is the lunch for the automobile party, which is the most informal, although it must be tasty and in dainty form.

Make a collection of your most acceptable products for this service, labeling it your "Picnic Window," and emphasize the point that things are offered in variety for a nominal sum. There are the crepe paper tablecloths and napkins, the paper plates, the cheap knives, forks and spoons, all of which add to the daintiness of the service and yet incur no laundry expense or danger to the choice silver. Canned goods offer many suggestions, to which you can readily add others.

Be ready with material for the sandwich, without which no picnic dinner is complete and with which very little else is really obligatory. As warm weather arrives, the conventional ham filling often gives place to peanut butter or chopped olives mixed with Neufchatel cheese. Lettuce, tomatoes and cucumbers combine in cooling dishes. Wafers with a filling of honey or fruit butters are other dainties. Always have on hand a supply of oiled paper in which to wrap each sandwich as it is prepared, remembering that to enable your patrons to serve the food in an appetizing manner is half the service.

COURTING COMFORT.

This is what the majority of people are now doing. If you can aid them in securing it, and especially in making the vacation more enjoyable for those who remain at home, the service will be appreciated. It is the little things, for the most part, which help to make or mar the midsummer days. There are inexpensive things

which should be in your stock, no matter what line of goods is carried. There are new things worthy of attention; special adaptations which the general public does not know but which you, as a specialist, should give them at least a hint.

Just what will be the best thing for any merchant to push depends largely upon the nature of the stock handled and the community in which you live. If your customers have been accustomed to eating meat two or three times a day during the summer months, strive to open their eyes to the amount of cooling foods which that nice ham or bacon would procure. There are too many people who fail to understand that they are practicing quite the reverse of economy in refraining from buying anything but the bare necessities of life, substituting for them some home grown products which are really very much more expensive.

There is the hammock or lawn swing, the linen garment, cool and easily washed, the labor saving machinery, the dozens of things which pay for themselves many times over during their life service. The great majority of our people cannot afford to take a real vacation, and yet from this class come the ones who really are in most need of it. There is a service above the mere commercial transaction—a service for the cause of humanity—in helping to make easier the days which are the most trying of the year. You have it in your hands to offer some service of special value during the heated term. Study your community and your goods and act accordingly.

Evidently Champ Clark intends to be a Presidential candidate next year, and wants the solid delegation from Missouri. He has the social sense and the keen perception to appreciate that the surest way to make an enemy is to fail to invite somebody to an important social function. It is counted a lack of recognition, a slight and a snub, and there is nothing else under the sun which seems to make folks madder. The Speaker's daughter is to be married soon, and when they came to get up the invitation list it proved a bothersome problem and the great man could see how he might lose votes just because his daughter is going to marry a man from New Orleans. His solution was a very practical one. He inserted a notice in the papers that every Missourian was invited. That includes everybody and saves the expense of engraving and postage. If all those invited who can not or do not care to come would send regrets, it would help the postoffice business at Mr. Clark's home.

MR. TAFT'S LEVEL HEAD.

Whatever is to be said of the hoary maxim about preparing in time of peace for war, there can be no doubt that in time of a war like the present, men's minds ought to be looking forward to peace. In this sense, we may well praise the admirable persistence with which Mr. Taft and his associates in the League of Peace are pressing their plans for doing away with war. As outlined by the ex-President, these proposals have and can have no relation to the war now raging. It must be brought to a close by some other form of mediation or else fought through to the bitter end, but its terrible nature and the great uncertainty of how long it may continue ought to win a better hearing than before for the projects put forward by the League of Peace. These embody the scheme for an international tribunal to decide all disputes between nations that are susceptible of judicial settlement; this to be supplemented by special commissions of enquiry in other cases; and the whole to be backed up by some form of international police to be used against any country that threatens to set at defiance this world-organization for peace. To sneer at all this as visionary will not be so easy now as it was a year ago. The scheme, in reality, sounds highly matter-of-fact, as explained by Mr. Taft in his legal and unambitious phraseology, but even if the thing came out of Utopia, a world beaten down by war would be thankful if any good could result from it. A possible Utopia is preferable to an actual Hell.

Last fall we were warned that, while the European war had made America a far greater source of Latin-American imports and a far greater market for exports than formerly, it had so affected commercial machinery and financial resources below Panama that many months might be required for readjustment. The report just brought by W. L. Lough, special investigator for the Department of Commerce, shows that the situation is bettering but slowly, and re-emphasizes the fact that not only manufactured products are required in South America, but generous credits on purchases, ready money, and loans. Argentina and Uruguay the traveler found to be approaching prosperity again. Peru's economic life was far below normal, mainly because of the want of shipping facilities on the West Coast; in Brazil the loss of the German coffee market had accentuated the existing depression; in Chili the all-important nitrate industry was working at half-capacity, and in Bolivia the cutting off of tin exports

had been disastrous. It is facts like these which strengthen his statements that "there is a big opportunity to establish closer financial relations with all these countries," and "there are many excellent investment issues which could be sold in this country in large quantities." Latin-America may be quite willing to buy finished products from us. Her more intense desire is to sell her accumulating raw products; and she will naturally purchase from those nations which arrange financial co-operation.

There is an old saying that oil and water will not mix, but there is no proverb which says as much about wine and water. For time out of mind it has been customary to break a bottle of wine over the prow of a ship being launched, but in these days of temperate activity and agitation there are a good many who object to this as being a recognition improperly accorded to intoxicating beverages. Of course the wine used in christening will disturb nobody, and even those who object to it might prefer to see it wasted that way than to have some one drink it. In the effort to suit everybody, when the new dreadnaught Arizona was launched last Saturday from the Brooklyn navy yard, both wine and water were used, but that can not be a very satisfactory solution, because it puts one on a par with the other, and is a recognition for both.

One of the special representatives of the Chinese government now in this country on a tour of inspection is buying toys. This is not because he has a large family of children, but because he is looking for business ideas to carry home. Labor is cheap in China and the special representative thinks that many of the toys which have been made in Germany could be manufactured by his people. He is collecting the German toys and is reported to have spent \$40,000 in purchasing any sort of toy or dinner favor that could be turned out in his own country and by the Chinese.

Experiments are to be made to determine whether rubber can be profitably made from cactus. An Arizona man has succeeded in extracting small quantities from one variety of cactus, but it is not known whether the process would pay. The plant can be secured in abundance in some of the Western states, but up to the present time it has been too prickly to be of any good. In making rubber the prickly part would be eliminated, although if the spines could be left in the rubber wouldn't it make good automobile tires?

PACIFIC TO PETOSKEY.

Incidents of the Trip Graphically Described.

Petoskey, June 21.—The readers of the Tradesman will remember that when they last heard from us we were enjoying the hospitality of some of our friends at Fresno. We stayed until April 30 in order to see Raisin day. This is the great day of Southern California and every loyal citizen turns out for miles around. The parade was great and floats were fixed up illustrating the development, culture and different methods of handling and curing the raisin. Then we went to an out door play in which over 2,000 persons took part, dressed in the early customs of the East and illustrating the "coming of the grape." Fresno is proud of its success and well it might be and I would give it first place among the cities of the West, for while it has been boomed it is still growing and is backed by far more substantial conditions than any other of the Western towns.

Leaving Fresno we had a delightful journey of over 200 miles North through the middle of the San Joaquin valley to San Francisco. As we leave Fresno the vineyards gradually disappear and give way to fields of barley and wheat and while they look good in the West, they lack the length and thrift so noticeable in the same crops in Southern Michigan. The farm houses, too, are not to be compared with ours and plainly indicate that the Western farmer works hard and long for what he gets.

We visited the points of interest around the bay and the cities of San Francisco, Oakland and Berkeley. They are all fine places, beautifully located, and have seen better days, as times are certainly dull on the Coast. They are each jealous of the other and if you want to find out the bad points of one place all you have to do is to go to the other. Yet many of San Francisco's best and most influential men live in Oakland, a cheap but excellent ferry system furnishing the means of transportation. San Francisco plainly shows the effect of its great earthquake, as many of its lots are covered with wreckage consisting of scrap iron and burned brick overgrown with grass, but the city is more beautiful and much more substantial and, like Rome, its misfortune was its making and it has built upon its ruins the greatest city of the West.

The fair is excellent and it is a worthy tribute to the enterprise of the West, although not as extensive as the Chicago or St. Louis fairs. When there about May 13 it was not complete and much of its best space was unoccupied. Europe had little on exhibition and the fine buildings of France and Belgium were nailed up. Canada easily outclassed any foreign exhibit. South America was well represented and Japan and her goods were in evidence everywhere. I will not make an effort to describe the fair in detail, as a much more comprehensive description can be obtained from any magazine or paper than it is possible here to give. It is good, however, and no attempts are made to hold one up. The hotels have not changed their prices, except in a few cases, and one can live as reasonable in either of the fair centers as in cities of similar conditions in the East. The crowds are small, however, and the people West are disappointed in more Eastern people not coming West. The managements are reducing their help in every way possible in order to cut expenses and meanwhile have hopes that the summer will bring more people. They lay present conditions to hard times and the war and fully realize that, from a financial standpoint, the fairs are a failure, but with the true Western spirit have determined to make the best of it and, if

possible, not disappoint those who come.

From San Francisco to Portland, the trip of over 700 miles is through a beautiful and picturesque country. The bare rocky mountains of the South give way to the timber covered ranges of the North and it is a welcome change, indeed. We were taken up the Sacramento valley past Mt. Shasta, within sight of Mt. Lawson and finally over the crest into Oregon, thus completing twenty-one days in Golden California, seventeen of which we saw rain and very few of which were warm enough in the houses without heat of some kind. Of course, they all apologized for the bad weather and said it was exceptional, which was undoubtedly true.

Portland, our next stop, is a fine city of over 300,000 souls, nicely situated on the Willamette River near where it empties into the Columbia. It is the center of the fruit, lumber and salmon industry of the Northwest. The hard times and big crops of fruit East have hit this district hard and, like other Western towns, labor is scarce and many people are leaving for the East in order to find employment. It is backed by good conditions, however, and, no doubt, with return of normal times, Portland will again be heard from.

While here we took a boat trip up the Columbia to the Dalles, which is about 200 miles above Astoria. The Columbia is a magnificent river and few of us realize its immense size. It averages over one-half mile wide and, as we ascended this beautiful stream, we were charmed by the variety of scenery before us. We passed orchards and timbered lands, then through some beautiful valley and a few minutes later rounded the base of some magnificent mountain whose walls rose perpendicular or in rocky terraces hundreds and in places thousands of feet above the river. The stream itself is alive with salmon wheels and many thriving villages are along its shore. Several people in our party had been up the Rhine and all agreed that for scenery the Columbia far surpassed that historic stream. We went 165 miles South of the Dalles to a place called Bend to visit and for a few days' fishing on a famous trout stream. I wish our dissatisfied farmers could visit this place or others like—and they are to be found everywhere throughout the West. A farmer here can take up a homestead covered with rocks, sage brush and juniper, all of which must be cleared. He then must construct his buildings and pay \$37.50 per acre to an irrigation company to place water on the highest point of the farm, he having three years to pay for it. From there he must take it in ditches himself and distribute it upon crops as needed, or, rather, as he can get the water. This is in a country where wheat and oats cannot be grown except for hay. Fruit will not mature and frost is liable to occur any month in the year. Stock and hay are the principal products and last year feed was so high and pork so cheap that farmers killed and marketed their hogs so freely and in such poor condition that dressed pork reached 3c per pound and they could not find a market for eggs at the stores, as Chinese eggs were so much cheaper.

The town of Bend contains about 500 people and is a farming and lumbering town and yet it is staked out into lots and some sold for fully two miles from its center in each direction. Most of these lots are not cleared. Talk about a real estate boom! It can be found here and in a country where two out of three farmers who take up homesteads leave disgusted and disheartened, where little labor is to be had and where no particular inducements can be offered. Yet Bend is only doing what hundreds of other Western towns are doing and will continue to do so long

as the Easterner continues to buy without seeing what he is purchasing.

In leaving Portland we went down the Columbia for about two hours and then across the State of Washington. Several fine valleys covered with prune trees were passed, but we must remember that most of these Western states are not valleys and from an agricultural standpoint the soil is worthless. If the wastes of Northern Michigan were in the West they would have been taken years ago, for there they would be classed "good," while here they offer such a contrast to our excellent farming land they are overlooked and classed as worthless.

Seattle, our next stop, is a beautiful city, far outclassing Rome, as it is built on seventy hills. Its terraces rise in gradual or rapid slopes across the city and its business section shows prosperity. It does not seem to be suffering from hard times like most Coast cities. While there fifteen tons of dynamite, consigned to Russia, was exploded on a scow. We, like every one else, were awakened by the shock, thinking at first it was an earthquake. Fully half of the plate glass in the city was broken and cities around felt it as far away as Victoria.

A ride of 100 miles among the beautiful islands of Puget Sound brought us to the quaint old English city of Victoria, with its English style of architecture, its hedges and its English names. Here we fully realized we were under a foreign flag and in a country at war. Soldiers were everywhere—fine manly young men who, fulfilling their duty as patriots, had dropped their work and were rushing to the battle fields of Europe. Their service, like our own, is purely volunteer in character and by many these manly young fellows are classed the best fighters in Europe. They have no doubt of their ultimate success, but realize the seriousness of their work and believe they are performing a service not only to Canada and England but to the world. I talked with many and all were glad to go and always referred to the Germans as "Huns." Railroad bridges, tunnels and all public places are guarded and I saw several bridges which had been blown up, one of which reposed in the river. We were at several camps and went out to the navy yard at Esquimalt to see the English cruiser Kent, which took part in the battle off the Falkland Islands and sunk the Leipsic. This boat was struck seventeen times by German shells and her front funnel looked like a sieve. Her crew pointed with pride to the fact that every hit was in the front end of the boat and they, like the soldiers, were anxious to get back to the field of activity.

Canadians feel very kindly toward America in this war and are loud in their praise of our stand. They don't want us to become engaged in any way, as it would prevent their getting ammunition, but they do want us to stand for the fulfillment of treaties and the rights they feel belong to us. Vancouver is another fine Canadian city of the English type. In both places and different from the cities of East Canada, but like English cities, you always turn to the left and street cars and traffic travel on the left hand side of the road. This custom was hard to understand at first and resulted in our getting left several times when we wanted to board cars.

A ride over the Canadian Pacific, up the Frazier River, through the Rockies, a day at Lake Louise, that beautiful lake lying among the clouds surrounded by snow clad peaks a mile high, our trip to Mirror and Agnes Lakes, the latter among the crags and frozen over, and our stop at Banff will have to go undescribed, but can be imagined by the reader. Morning found us—it is daylight at 2:30 a. m.—being carried rapidly over the plains of West Canada, where for hundreds of miles no tree or bush is in sight.

A small farm house here or there tells the story of Canada gaining a new settler. There is no such apparent prosperity as I expected to see and the grass and spring wheat are far behind that of our own State. A thriving treeless village here and there marks their trading places and large grain elevators and stock yards stamp the products as that of grain and live stock. They like the American farmer and class him as a man who does something. They point with pride to the record of 1913, when 60,000 Americans settled in Northwest Canada bringing about \$2,000 each into their country, but are silent to the fact that 40,000 Canadians came to the United States the same year; and they have less than one-eighth of our population.

Many of our people are misled in going into the Northwest. The country is level or gently rolling. The soil appears very fertile and they tell you they have seen wheat grow fifty bushels per acre, but admit that about sixteen bushels is the average in Manitoba and that the yield decreases as you go West. Hot winds and hail are liable to damage or destroy the growing crop at any time and the winters are severe, the thermometer going at times from forty to sixty below.

We spent a day in Winnipeg, visiting a large meat packing house, the agricultural college and a few points of interest. Then a ride of a few hundred miles along the Red River brought us into Minnesota and again under the stars and stripes. The fertile valley of the Mississippi looked good to us and at Minneapolis and St. Paul American hustle and American ways seemed thrice welcome. A day spent in these hustling cities and we were on our way to Michigan, that grand old State whose rich fertile soil and beautiful scenery furnish contentment to the eye and replenish the pocketbook, and neither is compelled to rob the other. If a trip of over 8,000 miles such as we have had would bring us home dissatisfied with good conditions such as we have here, then it is a detriment. If it served all as it did us and makes us appreciate home more, then we wish many could take the trip and come back satisfied.

In conclusion, let me say that nowhere did I find conditions as favorable to the average man as here in Michigan. My advice to the fellow who wants a change, and before he sacrifices his position or property or is misled by false advertising that is gotten up to make someone rich at your expense, is to hold what you have in Michigan, take a vacation, see for yourself and come back satisfied. Michigan is classed as a great State in the West. Many of our former citizens told me that they wished they were back, several said they would come if they had the money and many have already returned. In the East, they say if you ever go West you will not return. The Westerner answers this by saying you will "never have the money to get back with" and I believe it is true in many cases. For my part I would rather have a farm in Michigan than one in Canada. I would rather have a beautiful apple orchard in Western Michigan than one in Oregon or Washington or even an orange grove in California. I believe it is a better investment and that it does not involve one-half the labor. I would also rather give my time and efforts in a State where nature aided us and where our chances of success is greater than to trade it for a few roses, a sunny climate or a lot of false promises which are never realized. In some places the Westerners claim that the present hard times are caused by the "tight wads" from the East who will not invest. Perhaps it is true and, for my part, I hope we have learned our lesson.

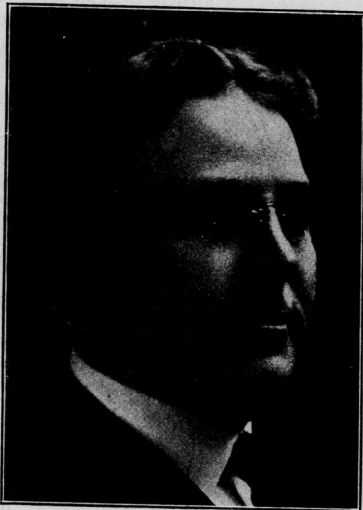
John A. Lake.

We admire a self-made man who does not boast of his job.

REPRESENTATIVE RETAILERS.

Willis H. Fox, Whose Drug Store is Closed Sundays.

Willis H. Fox was born on a farm in St. Joseph county, where his childhood was spent. He attended district school winters and assisted his father on the farm during the summer months. After finishing the eighth grade at home, he attended the Three Rivers high school. He then spent one year in the State Normal school at Ypsilanti, after which he taught in public schools of this State for five years. He then entered Purdue University, where he graduated with the degree of Pharmaceutical Chemist in 1893. For eleven years after graduation he was employed as a clerk—at Constantine for one year, then ten years at Three Rivers. In the fall of 1904, together with a silent partner, Hon. Comfort H. Tyler, he engaged in the retail drug business in South Bend, Ind. At the end of one year they sold the Indiana stock and purchased a stock in Coldwater,



Willis H. Fox.

which has been conducted under the direct management of Mr. Fox ever since. Mr. Fox is a thorough believer in the Biblical doctrine of six days shalt thou labor and to this end he has never opened the Fox & Tyler drug store on Sunday. He is a member of the First M. E. church and as active in its work on the Sabbath as in his place of business during the week. He believes that a man should practice what he preaches and that the influence from his actions will have a greater effect upon the youth and growing generation of his community than what he may say verbally, no matter how long or loud he prates on moral topics. It goes without saying that Mr. Fox has come to be regarded as the highest type of business man by the people of his own town and county, who have come to understand that his goods are standard, that his word is as good as his bond and that the service to be secured at his store is all that energy can command and integrity can suggest. If there were more druggists like Mr. Fox and fewer of the opposite type, the drug trade as a whole would be elevated to a higher standard and command even more respect

on the part of the purchasing public than is the case at present.

At the last meeting of the M. S. P. A., held in this city two weeks ago, Mr. Fox was elected First Vice-President of the organization, which is an indication of the esteem in which he is held by his fraters in the drug trade.

How to Celebrate the Fourth of July. Written for the Tradesman.

Each year, prior to our annual celebration of Independence Day, the people of this country are urged by newspaper and magazine writers to observe a safe and sane Fourth; and each year the mimic reproductions of the fire and noise of battle claims an appalling number of human sacrifices, and about twenty-five times as many crippled and maimed.

Statistics, logical arguments and admonitions, have not wholly succeeded in curbing popular expressions of patriotism and youthful ebullition. The eventful Fourth still claims its toll—approximately 200 killed, and 5,000 burned, crippled and maimed—many of them injured for life. But the humane and sensible movement for a safe and sane Fourth is on, and is receiving more or less support from nearly everybody except venders of explosives and their possible victims.

Now patriotism is a fine sentiment, and ought to be encouraged rather than suppressed; but it ought to be encouraged to express itself along rational lines. And youthful vigor and enthusiasm are beautiful and worthwhile qualities, and must be reckoned among a nation's assets. And that precisely is the reason youthful ebullition in the popular observance of the Fourth ought to be curbed. By all means let the boys and the young people celebrate the Fourth, but let us try to persuade them to celebrate the day in a somewhat less hazardous manner than has been our custom of recent years.

It has been well said that if Congress should vote the sacrifice of 200 American boys and the mutilation of twenty-five more for each of these, as a fitting celebration of Independence Day, and should send forth officers to gather in the lads for the big annual holocaust, such resistance would be met as would make the revolutionary uprising of '76 look like a Pinafore mutiny. No particular parent would be willing to devote his son to the holocaust. Yet year after year all these fathers have come up to the day, each in idiotic confidence that his son would pass through the fire unscathed. And every patriotically-inclined boy has been absolutely sure—if he has thought of the possibility at all—that the lot of suffering and death would fall on another.

Now there is something extremely fascinating about fireworks to the red-blooded boy or young man. Let us not forget that they are passing through a heedless danger and chance-loving period of their lives. But that is no reason parents and older people should be falsely secure and indifferent to the danger of this class of explosives. We know they

produce burns that disfigure for life; lacerate hands and blow off fingers; destroy eyesight and produce tetanus. And we ought, for the protection of those who do not realize their need of protection—we ought all to join in the "Safe and Sane Fourth" movement.

Now, as I understand it, the advocates of this movement do not propose to suppress all noise and jollification on the Fourth. We may still enjoy our fireworks at night. Only extreme care must be taken in this distribution of fireworks and explosives. To begin with, the dangerous kind must be prescribed by the city authorities. And this has been done in many localities. And dealers ought to be very careful about selling explosives of any sort to small children. If, instead of having a miscellaneous popping of small explosives of one sort and another all over the city during the day, and private displays of fireworks at night, the people could be induced to congregate in the parks, school yards, and other public places, and there enjoy a display of fireworks on a large scale, under the management of men experienced in shooting off fireworks—how much better it would be! And this is being done in many cities both large and small.

The observance of Independence Day, as we have been observing it in the past, is a costly and useless waste. The movement now under way for a "Safe and Sane Fourth" is seeking to minimize the danger and destructiveness of the occasion. For we must remember that our traditional observance of the day has been destructive of property as well as life. By restricting the use of explosives many accidents will be avoided; and there will be fewer fires—and fewer cases of tetanus. And by gathering the people together in larger companies and providing a display of fireworks on a large scale, the people will get more actual enjoyment out of the observance of the day.

Of course everything that can be done by way of counteracting the dangers of the days is being resorted to; emergency cars and ambulances for rushing victims to the nearest hospital, nurses and doctors on the job to look after the burns and wounds of the victims, and serum for the quick treatment of tetanus, and all that sort of thing. The larger cities do not neglect any of these things. But in spite of all these first aid precautions and preparations, the day will claim its victims. Not so many, we trust, as last year, but far too many we venture to predict.

The simple truth is, the American people haven't as yet learned how to celebrate their Fourth of July in a rational, satisfactory way. Young America is full of ill-suppressed buoyancy. We wouldn't suppress it, if we could. But just how Young America is to liberate this excess of life and abounding vitality—have a loud and glorious time, and at the same time an innocent and unharmed time—this is the problem that remains to be solved.

Insofar as you are concerned personally, you have doubtless solved it

long ago. And I have solved it for myself. But it makes me a bit anxious when I think of what might happen to my boy, or my neighbor's boy. I shall, of course, try to discharge my responsibility to these bright youngsters by warning them of the danger of certain explosives! and, if I can so arrange it, I will spend the afternoon in their company—taking them, perchance, to some nice pleasure resort or for a run into the country. And at night we'll see a big public display of fireworks of the most spectacular sort, touched off by paid experts.

The movement for a "Safe and Sane" Fourth is a most timely reform, and is deserving of the sympathy and co-operation of every thoughtful man and woman in the land. Our method of observing the day has been entirely too costly in property and in human life; and our extravagance in respect of such matters does feeble honor to the day we love, and to the sacred and tender associations that set the day apart from other days. Surely there is a better way; and personally I am inclined to trust the sanity of our people to discover that way, and make it increasingly popular in the days to come.

That was a sane, true word our President gave us in his Flag Day address, and expresses pretty well the thing we are all driving at, in our plea for a "Safe and Sane" Fourth. "As I think of the life of this great Nation," said the President, "it seems to me that we sometimes look in the wrong places for its source. We look to the noisy places, where men are talking in the market place; we look to where men are expressing their individual opinions; we look where partisans are expressing passion, instead of trying to attune our ears to that voiceless mass of men who merely go about their daily tasks, try to be honorable, try to serve the people they love, try to live worthy of the great communities to which they belong. These are the breath of the Nation's nostrils; these are the sinews of its might. There are no days of special patriotism. There are no days when you should be more patriotic than on other days."

Chas. L. Garrison.

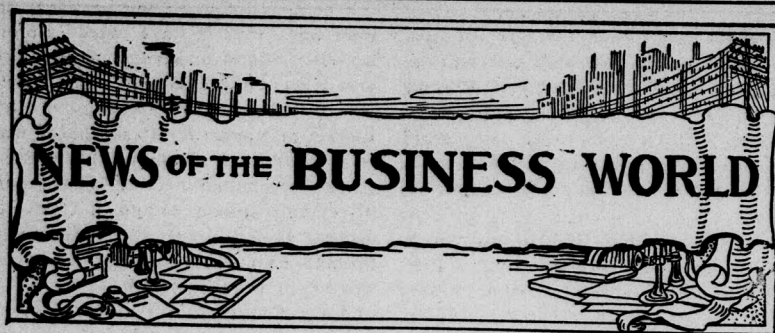
Quotations on Local Stocks and Bonds. Public Utilities.

	Bid	Asked
Am. Light & Trac. Co., Com.	318	322
Am. Light & Trac. Co., Pfd.	107	110
Am. Public Utilities, Pfd.	64	66
Am. Public Utilities, Com.	34½	38
Cities Service Co., Com.	50	55
Cities Service Co., Pfd.	55	60
Comw'th Pr. Ry. & Lt., Com.	50	52
Comw'th Pr. Ry. & Lt., Pfd.	78½	81
Comw'th 6% 5 year bond	98	100
Holland St. Louis Sugar	4	5
*Michigan Sugar	66	68
Pacific Gas & Elec. Co., Com.	45	47
Tennessee Ry. Lt. & Pr., Com.	6	9
Tennessee Ry. Lt. & Pr., Pfd.	28	32
United Light & Rys., Com.	42½	45
United Light & Rys., 1st Pfd.	66	69
United Light & Rys., 2nd Pfd.	66	69
United Light 1st and Ref. 5% bonds	82	85

Industrial and Bank Stocks.

Dennis Canadian Co.	80	90
Furniture City Brewing Co.	40	50
Globe Knitting Works, Com.	130	140
Globe Knitting Works, Pfd.	98	100
G. R. Brewing Co.	90	100
Commercial Savings Bank	220	
Fourth National Bank	220	
G. R. National City Bank	169	175
G. R. Savings Bank	245	
Kent State Bank	245	250
Old National Bank	139	195
Peoples Savings Bank	250	

*Ex dividend.
June 23, 1915.



Movements of Merchants.

Freeland—Mrs. J. D. Smyder has opened a restaurant.

Alto—George A. Oberly has opened a men's furnishing goods store.

Alpena—Henry Gillett has opened a grocery store in the Giles block.

Cheboygan—Fred M. Nelson, Jr., has opened a cigar factory and retail store.

Pentwater—Justus Storch has opened an ice cream parlor and delicatessen.

Battle Creek—The Erwin Drug Co. has changed its name to the O. E. Kewley Co.

Manistee—Fred Bottrell has opened a confectionery store at 111 Washington street.

Petoskey—Roscoe D. Henry, of Detroit, has taken charge of the Fred Glass' drug stock.

Detroit—Holder & Clouse, dealer in auto accessories, have changed their name to Kreis & Clouse.

Muskegon—W. H. Skaates has opened an ice cream and confectionery store on Pine street.

Detroit—The United States Auto Supply Co. has increased its capital stock from \$5,000 to \$75,000.

Cadillac—The Tuttle-Slater Furniture Co. succeeds Tuttle & Co. in the furniture and undertaking business.

Fountain—H. O. Loken has purchased the jewelry stock of the late John Freidlund and will consolidate it with his own.

Grand Haven—Charles Spadafore has sold his confectionery and fruit stock to J. A. Nejem, who will continue the business.

Ewart—Walter Allison, of Sanberg & Allison, implement dealers, was married to Miss Louise Keller, of Reed City, June 15.

Scottville—The report that Miller Bros. have sold their produce stock to Knowles & Son is pronounced incorrect by both parties.

Owosso—Thieves entered the Brown & Gray cigar store June 16 and carried away cigars and tobacco valued at more than \$45.

Hastings—George Van Tiffin has opened an electrical supply store here, having been recently engaged in a similar business at Lansing.

Cass City—The Cass City Grain Co. is erecting a grain and bean elevator at Greenleaf and will conduct it in connection with its local plant.

Onkama—Erskine Moore, of Chicago, who has summered here for the past fifteen years, has engaged in the butter, egg and poultry business.

Middleton—Ralph C. Miller, of Alma, has purchased the grocery, shoe and bazaar stock of his brother,

Harold L. Miller, and has taken possession.

Stockbridge—W. J. Dancer & Co. have purchased the Phillips & Stocking grocery stock and will continue the business as a branch to their general store.

Morenci—Earl Reppert has sold a half interest in his grocery stock to his brother, Harry, and the business will be continued under the style of Reppert Bros.

Lawrence—Tritsworth & Mantle, dealers in new and secondhand furniture and stoves, have opened a branch store here under the management of Henry Ragen.

Lansing—Frank N. Heimerdinger, of Heimerdinger & Elliott, grocers at Pine Lake, recently died at the home of his parents, following a short illness, aged 26 years.

Battle Creek—Charles Seitz and Charles Yaw have formed a copartnership and engaged in the hardware business at 338 West Main street, under the style of Seitz & Yaw.

Traverse City—Daniel G. Fuchs and Bert C. King, of Benton Harbor, have formed a copartnership and engaged in the tea and coffee business under the style of Fuchs & King.

Ionia—G. D. Balice & Co. have engaged in the grocery business in the Scheurer building under the style of the Rome grocery. Their stock will consist largely of imported Italian products.

Ganges—Wolbrink Bros., dealers in general merchandise, have dissolved partnership and the business will be continued by Orrin A. Wolbrink, who has taken over the interest of his partner.

Marcellus—King & Palmer have dissolved partnership. Claude Palmer will continue the furniture business at the same location and F. B. King will conduct the undertaking business in a store he is remodeling.

Detroit—J. T. Sinclair, dealer in coal, coke, building materials, etc., has merged the business into a stock company under the style of J. T. Sinclair Co., with an authorized capital stock of \$200,000, of which amount \$100,000 has been subscribed and paid in in property.

Big Rapids—The Lewellyn Bean Co. has been organized to buy, sell and deal in beans, seeds and grains of all kinds, also agricultural and dairy products, with an authorized capital stock of \$10,000, of which amount \$5,100 has been subscribed and \$2,040 paid in in cash.

Battle Creek—Mayor James W. Marsh was given an opportunity to review the city's fire-fighting force when a blaze did from \$5,000 to \$8,-

000 damage to the paint and wall paper store owned by himself and his brother, Wayne D. Marsh. The fire swept the second floor, where paper was stored, all of which was ruined. Water damaged the store room below as the firemen fought to prevent the flames reaching the oils and paints. Every engine company in the city was called out, but motor equipment alone held the loss down.

Saginaw—Building in Saginaw promises to surpass during 1915 the record of any previous year in the city's history, with the likelihood that the total of the building work for which city permits are issued will pass the million dollar mark for the first time. Up to the end of May the total of permits issued by the city's engineer's office was \$360,163, or more than \$115,000 greater than the total for the same five months of 1914 and \$110,000 greater than for the same period in 1913, which was one of the best building years in the city's history. The figure for May, \$52,763, is lower than in the same month of either 1911 or 1912. The building permits only represent slightly more than 50 per cent. of the actual building operations, as many neglect to secure the permits. There is also much activity in the repair line, so it may be stated that Saginaw is experiencing a good building boom. This promising condition also exists in other towns throughout this section for which Saginaw lumber dealers and other concerns supply the material.

Manufacturing Matters.

Detroit—The Consolidated Car Co. has increased its capital stock from \$100,000 to \$200,000.

Vicksburg—The Vicksburg Clothing Co. has increased its capital stock from \$7,000 to \$30,000.

Kalamazoo—The Limousine Top Co. has increased its capital stock from \$25,000 to \$30,000.

Charlotte—The Duplex-Power Car Co. will increase its capitalization from \$100,000 to \$200,000.

Detroit—The New Aetna Portland Cement Co. has changed its name to the Aetna Portland Cement Co.

Detroit—The Bradley Tailoring Co. has been organized with an authorized capital stock of \$1,000, of which amount \$500 has been subscribed, \$20 paid in in cash and \$230 in property.

Detroit—The Murphy Machine Co. has been organized to manufacture and sell automobile parts and special machinery with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and paid in in cash.

Saginaw—The Minto Toothpick & Specialty Co. has been organized to manufacture and sell toothpicks and other household supplies with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed paid in in cash.

Detroit—The Jefferson Aluminum Works has been organized to manufacture and sell aluminum castings and hollow ware, with an authorized capital stock of \$2,500, of which amount \$1,260 has been subscribed and paid in in property.

Cadillac—The Cadillac Milling Co. has been organized to manufacture, buy and sell flour, feed, meal and similar products with an authorized capital stock of \$7,000, of which amount \$3,550 has been subscribed, \$3,000 paid in in cash and \$550 in property.

Allegan—The Kolvoord Milling Co. has been merged into a stock company with a capital stock of \$30,000, all paid in. The stockholders are John Kolvoord, Sr., and John Kolvoord, Jr., of Hamilton and Messrs. Albertus Kolvoord and James H. Fairfield, of Allegan.

Williamston—The Central Michigan Clay Products Co. has been incorporated with an authorized capital stock of \$100,000. The company will erect a large factory. Clay products will be produced and ceramics manufactured from the clay that can be refined to a higher grade.

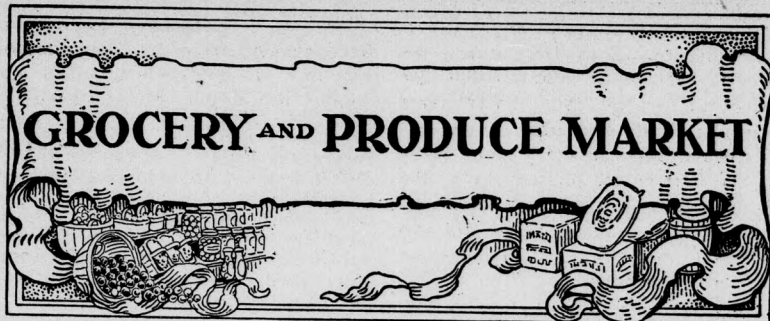
Ann Arbor—The Ann Arbor Lace Co. has incorporated with a capital stock of \$10,000. The company will take over the machinery and stock of a defunct concern previously engaged in the manufacture of lace curtains, and will be located in one of the Come Pack Co.'s buildings.

Williamston—The Central Michigan Clay Products Co. has been organized to manufacture, buy and sell clay products of every name and nature, including brick, tile and pottery, with an authorized capital stock of \$100,000 of which amount \$50,000 has been subscribed and \$17,000 paid in in property.

Detroit—The Ecco Talking Machine Co. has been organized to buy, sell, manufacture and deal in phonographs, talking machines, graphophones and other mechanical music and its equipment, with an authorized capital stock of \$6,000, of which amount \$3,000 has been subscribed and paid in in cash.

Cadillac—The Mitchell Brothers Company has commenced cutting the last of its standing timber in Kalkaska county, and before many months the company will be pulling up the railroads it owns in that section. For twenty-five years Kalkaska county has been the scene of extensive operations by Mitchell Brothers, and at one time the company owned every foot of standing timber in that county. Pioneer township contains the only tract of any size now and it is estimated this will be cleaned up in less than five years.

Heber A. Knott is receiving the congratulations of his friends over his heroic action in saving a rather portly lady from a watery grave at Reed's Lake one day last week. Mr. Knott happened to be on the dock when the boat containing the lady capsized and promptly rushed to the rescue. He had to secure more muscular assistance in pulling the fair one upon the dock, but he held on grimly and kept the lady from going down the third time, pending the arrival of reinforcements. Later—Careful measurement discloses the fact that the water was three feet deep where the boat capsized.



Review of the Grand Rapids Produce Market.

Apples—Roman Beauties and Wine-saps command \$2.75 per box.

Asparagus—65c per doz.

Bananas—Medium, \$1.25; Jumbo, \$1.75; Extra Jumbo, \$2; Extreme Extra Jumbo, \$2.25.

Beets—30c per doz. for home grown.

Butter—The market is active on the present basis of quotations. There is an increased consumptive demand, as well as a demand for cold storage. The quality of butter arriving now is the very best of the season and no important change is in sight so long as the quality runs fancy and the storage demand continues. Fancy creamery is quoted at 26@27c in tubs, 27@28c in prints. Local dealers pay 27c for No. 1 dairy, 17c for packing stock.

Cabbage—\$1.50 per 100 lb. crate or 2c per lb.

Cantaloupes—California Rocky-fords are now in ample supply, commanding \$2.75 for standards and \$2.25 for ponys.

Carrots—15c per doz.

Celery—Florida, 75c per doz.; Michigan, \$2.50 per box of 4 doz.

Cherries—\$1.75 per 16 qt. crate for sweet and \$1.25 for sour.

Cocoanuts—\$4 per sack containing 100.

Cucumbers—50c per dozen for hot house.

Eggs—The market is ½c lower than a week ago, owing to large receipts and a slight diminution in the quality. Local dealers pay 16½c.

Garlic—20c per lb.

Gooseberries—\$1.25 per 16 qt. crate.

Grape Fruit—\$5 per box.

Green Onions—Silver Skins, 15c per doz.; Evergreens, 12c per doz.

Honey—18c per lb. for white clover and 16c for dark.

Lemons—Californias, \$3.75@4.50 per box. The tendency is upward.

Limes—\$1.25 per 100.

Lettuce—Home grown head, 75c per bu.; leaf, 50c per bu.

Nuts—Almonds, 18c per lb.; filberts 13c per lb.; pecans, 15c per lb.; walnuts, 18c for Grenoble and California, 17c for Naples.

Onions—Texas Bermudas, \$1 per crate for either white or yellow. The Texas crop has been a failure, so far as the growers are concerned. First they held back for higher prices until much of their stock was scalded or water soaked, so that growers in many cases did not realize enough to reimburse them for freight charges. Fancy California white stock commands \$1.40 per crate.

Parsley—30c per doz.

Oranges—Valencias have advanced to \$4.25@4.50.

Peas—Home grown are in ample supply at \$1.50 per bu.

Peppers—50c per basket for Southern.

Pieplant—75c per bu.

Pineapples—Cubans command \$2.15 for 42s; \$2.35 for 36s; \$2.50 for 30s and \$2.75 for 24s; Floridas range from \$3@3.25.

Plants—Tomato and cabbage, 65c per box of 200; pepper and aster, 90c pansy and egg plant, \$1; geranium, \$1.15; salvia, \$1.25.

Pop Corn—\$1.75 per bu. for ear, 4c per lb. for shelled.

Potatoes—Virginia Cobblers are \$3 per bbl. Red Texas stock commands \$1 per bu.

Radishes—10c for round and 15c for long.

Strawberries—Home grown are large in size, but deficient in sweetness. The crop so far is smaller than usual. The price ranges from \$1.50@1.75 for 16 qt. crates.

Tomatoes—Home grown hot house are now in market, commanding \$1.15 @1.25 per 8 lb. basket; Texas fetch \$1.10 per 4 basket crate and \$1.75 per 6 basket crate.

Turnips—25c per doz.

Veal—Buyers pay 7@11c according to quality.

Wax Beans—\$2 per hamper and \$1 per bu.

Watermelons—\$3.50@3.75 per bbl. containing 8 to 10.

William M. Lempke, who has acted as Treasurer of the Grand Rapids Dry Goods Co. since its re-organization, has resigned as Treasurer and Assistant Manager, to take effect July 1. He will remain on the board of directors and continue to give the business the benefit of such advice and assistance as may be suggested by his long and varied experience in the dry goods trade. Mr. Lempke's retirement is due to the demands of pressing private enterprises which require his entire attention. He is a courteous and genial gentleman whose army of acquaintances are, without exception, his admirers and friends. He is an upright man and a good citizen and possesses sterling qualities which will enable him to make his mark in any field of usefulness.

Alfred M. Cattell, formerly engaged in the furniture business at Vicksburg, has succeeded C. F. Heyer in the grocery and dry goods business at the corner of Broadway avenue and Webster street. Mr. Cattell was a number of years ago connected with the furniture department of the Herpolsheimer Co.

The Grocery Market.

Sugar—Refined is strong and steady, with every indication of an advance in the near future. We see no reason to change our opinion regarding the possibilities of higher prices later on, as the Cuban crop is now drawing to a rapid conclusion, there being now only twenty-six centrals in operation, with heavy torrential rains being reported from Camaguey and the Orient, where Himely reports all telegraphic communications have been stopped, general rains in Matanzas and Santa Clara, and scattered rains in the western half of the island. We do not think receipts next week will be much larger than at the same time last year and that a rapid conclusion of the crop is in sight. Furthermore, Australia has a big deficiency in her crop which has to be made up from outside sources and, as Java only has a small balance of her crop unsold, Australia may be driven by competition with the Eastern markets to supply her wants from Cuba.

Tea—All markets continue high. Japan stocks in this country are working down and a shortage in medium and low grades is now quite apparent with no prospects of future lower prices. Ceylons and Indias have advanced to an unprecedented point and buying is only for absolute necessity, as the retailer seems unable to realize the advances as anything more than a war scare. Congous are also scarce and high and the big demand from Europe holds prices firm. Formosas continue in sympathy with the general market and there is an increased call for them from Europe. Altogether the tea situation is for a continued high market.

Coffee—Rio and Santos grades are ¼c higher. Firmer financial news from Brazil appears to be the occasion of the advance. Milds are unchanged and quiet. Java is quite firm, but unchanged for the week. Mocha is also unchanged. The consumptive demand for coffee is only moderate.

Canned Fruits—Apples are unchanged and quiet. California goods on spot are dull and easy. Practically all the packers are opening with new prices ranging from 10@25c below last year. The trade are not particularly anxious for new California canned goods on account of the large carry-over.

Canned Vegetables—Tomatoes are unchanged for the week. Corn and peas, both spot and future, are unchanged and quiet. There is a disposition to push imported Italian peas as a substitute for the Belgian brands. Italian peas have not been considered very high grade, but American agents are trying to induce the packers to take more care in their packing.

Canned Fish—Domestic sardines are weak and there are plenty of offers of quarter oils at \$2.40 in a large way, with some rumors of even less than that. Imported sardines show no particular change. Norwegian and Portuguese brands are reasonably sure to be higher according to the present outlook. There is fair trad-

ing being done upon the basis of the opening prices for new pack salmon by the Columbia River packers, but the buyers appear willing to hold back for a while and give things in the market an opportunity to settle down. There is the anticipation that the catch in chinooks in the Columbia River this season will be heavy, and if this should prove the case prices would probably drop below the official opening figures.

Dried Fruits—A fair business is being done in medium sized California prunes and the available supply in the local spot market is being rapidly cleaned up. The sentiment favors a steady buying and a good jobbing demand for small quantities, but reliable sources say that no marked rise in any of the prices is anticipated. There has been quite a bit of dealing in raisins upon the basis of the prices made by the Associated Company about the middle of last week. Jobbers report that the demand has been firm and that had the prices been about ¼c lower on the fancy and choice varieties a considerable amount of business could have been done. The prices this year on these grades were a bit in advance of those made last year. According to reports from Persia dates will yield a good crop for the coming season. The difficulty of shipment which was encountered at Bussorah last year when that city was in the possession of the Turks is not expected to interfere with transportation now that the British are in occupation. A fairly good booking is being done by local factors for fall shipment upon the basis of the prevailing quotations. A scarcity in currants, especially in fruit of good quality, has made this market very steady. The demand has been moderate and conditions for the new crop appear to be fairly favorable.

Provisions—All smoked meats are steady and unchanged, with an increased consumptive demand. Pure lard is steady and unchanged. Compound is steady with a light demand and a possible decline in the near future. Barreled pork, canned meats and dried beef are unchanged and steady.

Salt Fish—The catch of shore mackerel is reported as heavy. Irish mackerel are fairly well cleaned up at unchanged prices. Norways continue firm on the higher basis reported a week ago. The fact that there will be no deep sea fishing in Norway this year is the main reason. Cod, hake and haddock are all unchanged.

Henry Vinkemulder distinguished himself in two different directions one day last week. Early in the day he captured and killed a four-year-old massasauga, securing the rattles as a trophy which he proudly exhibits to his friends. Later in the day he fell into the water at Gunn Lake from his perch on a limb. He was rescued by his associates and reached home via auto in a somewhat bedraggled condition. Notwithstanding his narrow escape from a watery grave, he was on deck ready for business—or another fishing expedition—early the next morning.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, June 21.—Learn one thing each week about Detroit: Ladies' and children's dresses made in Detroit find a market in all parts of the United States.

Count among the world's big men, Governor Slaton, of Georgia.

J. L. Marx, of B. Marx & Son, leather and shoe findings, had a narrow escape from death last week when the auto he was driving collided with another. He escaped with a few minor bruises, while his wife who was accompanying him was unhurt.

Two million dollars' worth of buildings are being erected within one block of Congress and Shelby streets in the down town section of Detroit.

It was so close that Leo M. Frank could almost peek into eternity.

Joe Hirschman, the well-known former business man of Mesick, has decided to cast his lot with the natives of Detroit and has purchased the dry goods and furnishing goods stock of F. Zimmerman, 1792 Fort street, West. "Smiling Joe," with his characteristic energy, has already set about to remodel and enlarge the store. To have Joe Hirschman in our midst is like having a dash of sunshine break through the clouds.

Peace, says Lord Northcliffe, is far distant. We are sorry to hear this, but glad that Europe is likewise far distant.

F. G. Clayton & Co., clothier, have moved into their new building which has just been completed. The company moved into an adjoining building when preparations were begun for tearing down the old one.

S. Goldberg, of Gladwin, accompanied by his wife, was in Detroit on a business trip last week.

S. Hitchings, of A. Krolk & Co., was a Montclair visitor last Sunday. "A lark," says Stan, "is a bird of a name given to a bird of a time."

Arthur Reiche, jeweler at 774 Kercheval avenue, has joined one more association, known as the benedictis. On June 16 Mr. Reiche and Miss Lillian Blaisdell, of Mt. Clemens were married. Joining with the happy young couple's many friends, we extend them our heartiest congratulations.

George Putnam, dry goods merchant of Washington, Iowa, was in Detroit last week renewing old acquaintances. Mr. Putnam reports a flourishing business in his adopted city.

W. F. Webb, who was forced to leave his old store at 813 Kercheval avenue on account of a fire, has had the building completely overhauled and is now doing business at the old stand as of yore.

Laziness to our notion reaches the limit when a man becomes so lazy that he cannot even work his friends.

Gustav F. Taepke, well-known florist of 95 Gratiot avenue, died last Friday after a protracted siege of pneumonia. Mr. Taepke came to Detroit from Germany when a young man and soon after established a business here that proved very successful. He is survived by a widow, three daughters and one son.

A. J. Spinsky, general dry goods, 1240 Chene street, has remodeled the interior of his store and had a new front installed.

A store under the style of the J. and L. 5 and 10 cent store has been opened at 2178 Jos. Campau avenue.

Sol Van Vliet, of Van Vliet Bros., leaf tobacco, is rapidly recovering from an operation that he underwent at Harper Hospital a few weeks ago. Mr. Van Vliet is a member of the Detroit Council, No. 9, U. C. T.

Sandy Hendrie, charter member of Detroit Council, is surely having the doggondest luck. Harry Cacan (A. Krolk & Co.) is Sandy's son-in-law, which may account for the finale of

our story. Harry, it seems, brought home a handsome dog and presented it to Sandy, who immediately purchased a handsome collar and a few other requisites needed for a swell dressed dog. Shortly after, the dog-goned dog disappeared and after another lapse of time a neighbor returned with doggy's—no Sandy's collar, because under the circumstances Sandy should naturally claim ownership. The neighbor also brought the information that the dog was his and had been stolen some time previous. Our advice to Sandy Hendrie and his giant son-in-law is to purchase sausage next time. Then no one can tell whose dog it is.

Ted Kosmowski, of T. N. Kosmowski & Son, dry goods and furnishings, corner Chene street and Forest avenue, is the highly elated father of a bouncing young baby boy who was delivered to his home last week. Pa, Ma and baby are all doing fine.

J. L., better known throughout the State as plain Johnny Cochrane, former traveling representative and department manager for Burnham, Stoepel & Co. and owner of a men's furnishing goods store at 259 Woodward avenue, announces with much eclat the arrival a few days ago of a healthy young son at his home.

It might not come amiss to erase the word Detonations for this week and substitute the word "births." Here is another: P. C. Palmer, also a former traveling man for Burnham, Stoepel & Co. and at present department manager for the same firm and part owner of a department store in Windsor, also announces half ownership in a 12 pound baby boy who arrived last week. Again we announce that Pa, Ma, and boy are all doing well.

Incidentally, such men as the last three mentioned are needed in Europe.

Mr. Oppenheim, of Ebert & Oppenheim, of Ebert & Oppenheim, Elkton, was a business visitor in Detroit last week.

John Ratke, Thirty-first street and Buchanan street, furniture and hardware dealer, has let the contract for a new building which he will occupy as soon as completed.

Phillip Watson is the latest acquisition to Detroit Council, having joined at the regular meeting held last Saturday evening. Phillip is a city representative for the Detroit Butchers Supply Co.

With low neck shirts and hats with feathers for the men, we are wondering what style corsets the clothing stores will be selling.

The Kaiser-Blair Co. clothiers, has leased the property at the corner of John R. street and Woodward avenue. A new building four stories high with a frontage of 20 feet on Woodward avenue and 100 feet on John R. will be erected at once.

Otto Sondheim, a former Detroit boy who was connected with Summerfield & Hecht, in this city for a number of years, is now located in Jackson, where fortune has treated him most kindly. Otto, besides being manager, is also Secretary-Treasurer of the Stern Furniture Co., one of the largest in the city.

A. Roth has engaged in the dry goods and furnishing goods business at 486 Park avenue.

The Burdick Hotel management (Kalamazoo) seems to have the happy faculty of selecting worth while clerks. Fred Appleyard, who was engaged to fill the position formerly held by Ernie Nier, is making many friends by his courteous manners and treatment of guests. A courteous and obliging hotel clerk overcomes a multitude of grumbles.

George Woodcock, manager of the Sterns Hotel, Matt McBain, manager of the R. E. Cartier & Sons store, Jim Rye, of the Busy Big Store, and nearly all the business men of Ludington (F. Ewing excepted) attended

the funeral of a close and dear friend last Thursday evening.

So did we. That's the reason we are writing half as much as usual this week.

James M. Goldstein.

Honks From Auto City Council.

Lansing, June 21.—Honks were partly written last week, and we had our choice—to finish the letter or assist our youngest hopeful in his preparations for examinations. Yes, he passed.

Six months ago we wrote that we had visions of a new eight-story office building to be erected at the corner of Michigan and Washington avenues. Assurance is now given by the Lansing State Savings Bank that the work will be commenced in the near future.

Mr. Tripphagen, of the Lansing Auto Sales Co., reports that a full train load of 1916 Overland cars will arrive in Lansing this week and that all but two have already been sold in Lansing and vicinity.

The Oldsmobile Works, of our city, is turning out forty cars per day and expect to maintain the output during the entire year. Sample of their strictly high-grade product are shown at the union garage.

Contractors are rushing the construction work on the F. N. Arbaugh building, which, when completed will give this enterprising merchant the largest department store in Central Michigan.

A call at the residence of James F. Hammell last Sunday found our esteemed Counselor sitting up and comfortable, but hardly strong enough for a foot race. Jim has had more than his share of sickness this summer, but we expect he will soon be able to again take up his official duties.

Charles Nesen (Elliott Grocer Co.) the only real fisherman of our Council, made the trip to Fenton in the rain last Saturday night for the purpose of flirting with the finny tribe on the day following. His business associate, M. E. Towne, lives in the above mentioned village and offered to guarantee immunity from arrest for any violation of the game laws necessary to secure a pocket full of bass.

It is singular how soon a man gets through fishing when he catches a big one. James P. Talmage recently made a trip to Pine Lake, hoping to capture a few blue gills for supper, but when, during the first few minutes of sport, he landed a 17 pound pike, he decided that an ordinary row boat wasn't safe, so boarded the next car for home with his prize.

The convention is over and all bills are paid. So far as we know, everybody had a good time and no arrests were made. The weather man was on duty and fulfilled his contract to the letter. Our ladies Auxiliary is deserving much credit for their part in the entertainment and several of our counselors proved themselves real heroes in an emergency. It is gratifying indeed to know that there are those who will sacrifice their own interest for the benefit of a worthy cause and who can be depended upon to do the right thing at the right time, regardless of sneers or differences of opinion.

Council meeting next Saturday night. Don't forget. There will be initiation and other important work.

A. T. Vandevoort, familiarly known as Van, the tool man, and a prominent member of our Council, has for several weeks been taking his meals at the Battle Creek sanitarium, but is expected to return to Lansing this week much improved in health.

There is no great loss without some small blessing. The continued cool weather may not be advantageous to growing crops, but it is all right for a fat man.

H. D. Bullen.

Many a so-called political boom turns out to be a boomerang.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, June 21.—Commodore Otto Supe, of the launch Shure On, also one of the Soo's leading business men and local capitalists, received a shipment of pineapples from his plantation from the Isles of Pine which were the largest of any shipment ever brought to the Soo, averaging 16 pounds each. Mr. Supe entertained a party of friends down the river last week and it required only one pineapple to feed twenty people. This is no fish story, although Mr. Supe is an expert with the rod as well as an expert hunter, and can relate many experiences in the wild and woolly north that would make Buffalo Bill wild with envy.

The Soo is not only going to put on one of the best and most elaborate celebrations on the fifth this year, but is also going to have a big merchant's day on Saturday, July 3, and has arranged for an elaborate day fire works exhibition on that day, which will be the first of this nature to be pulled off here. The business houses have arranged for special sales, at which they expect to have a record breaking crowd.

We are informed by the marine passenger agents that traffic so far this year has been very light. The Anchor Line has started up for the summer, while the Arnold Line will start July 1. The North and South American have been running excursions, bringing thousands of visitors to the Soo, which has been quite a help to the Soo merchants in the curio business and other lines. The last delegation to visit here was the Columbus, Ohio, grocers on the South American, which arrived here last week and a jollier crowd would be hard to find. They were amazed at the many sights to be seen here and the pleasant treatment shown them while here and their only regret was that they could not spend another day at this port. They were also surprised to note the business activity here. Many favorable remarks were heard that the Soo is certainly a live town, compared with their home towns in the various parts of Ohio.

E. S. Taylor, one of Pickford's wide awake merchants, has installed a cream tester and has arranged to buy cream from the farmers who do not care to make butter. Mr. Taylor has also received his new auto truck which he expects to keep busy during the summer.

The telegraph cable across the straits was out of order again last week and a large force of men on the steamer Laway, Jr., are engaged in making repairs to the cable.

Business is still increasing at the Soo and the Raymond Furniture Co. is now occupying four store fronts on Ashmun street, having arranged with Mr. Greeley, the proprietor of the building to erect another story to accommodate its increasing business. It is expected that the new addition will be ready for occupancy before the holidays.

"If the air men destroy Greenwich, we shall have to find some new place from which to reckon time."

The Freeman Lumber Co., of Engadine, has decided to put siding on the Hotel Worthy and paint it white. This will add much to the beauty of the hustling village which is rapidly coming to the front.

Americans who chose to make their homes in England are now paying taxes at a rate which is calculated to make them homesick.

D. G. McLean, the well known grocer at Donaldson, met with a serious accident last week while hauling wood from his bush to his yard, when the end board came out and the wood rushed out of the wagon, frightening the horses, which ran away, throwing Mr. McLean and his

son, Clifford, out on the ground. The wagon ran over Mr. McLean, breaking his left arm and right leg, and he was still in a critical condition when removed to the hospital, while his son Clifford escaped with but slight injuries.

The wedding of Miss Edna May McCandless, daughter of Dr. and Mrs. A. McCandless, to James Martindale Buchan, was solemnized at the home of the bride last week. Mr. Buchan is manager of the shoe department at the Leader store and is one of the Soo's brightest young men, while the bride is one of the Soo's fairest daughters. The young couple have been receiving the congratulations of their many friends who wish them a bright and happy future.

The wolves are still howling throughout the night southeast of Gould City and a number of the citizens are spending some time trying to rid the country of these animals, not only for the bounty, but in order to allow the inhabitants to rest in peace, instead of being in dread of making any night calls or attending to social duties in the border towns.

The Lake View Hotel, at Mackinac Island, has opened up for the season. This is one of Mackinac's best hotels and is noted for its strong menus.

A comical incident was reported by one of our townsmen who had been visiting in the West. One day he was watching a game of poker in which the stakes were very heavy. He saw a player give himself four aces from the bottom of the pack. Indignant at such shameless cheating, he turned to a bystander and whispered, "Did you see that?" "See what?" asked the bystander. "Why, that fellow dealt himself four aces." "Well, wasn't it his deal?"

Miss Catherine Carroll, of the Carroll Produce Co., of Bay City, was in the Soo this week in the interest of the company, disposing of a car of oranges and other fruits. Miss Carroll's experience in the produce business and the able manner in which she conducts the business of the firm made some of the old timers take notice. Miss Carroll is considered an expert on oranges and an authority on other tropical fruits as well.

The Sun Brothers circus is scheduled to arrive at the Soo Monday, July 5, which will, undoubtedly, help swell the crowds for the big celebration.

Anthony Goetz, of Gatesville, one of the leading grocers, there, was a business visitor here last week.

"One kind of a friend in need always seems to think that we need advice."

John Goetz, capitalist and lumberman of De Tour, was a Soo visitor last week. William G. Tapert.

The more you talk to a man about himself the more intelligent he thinks you are.

Sparks From the Electric City.

Muskegon, July 21.—Liberty Root has captured the honor of our Council in being the champion fisherman, according to a fish story that was given to one of the local papers. Lib is reported to have caught the limit in black bass. Upon receipt of this story the writer hunted up Izaak Walton's successor and asked to see some of his fish. Lib replied, "You are too late. I gave them all away to the neighbors."

Our postmaster, J. Oosterbaum, is looking for a temporary location for the Muskegon postoffice, as the Government is planning to erect a much larger building to take care of the increasing mail which pours into our burg.

The appropriation for this building was secured largely through the efforts of our Congressman, James McLaughlin.

Our Secretary, Harold Foote, was not present at our last meeting, on account of being called to Chicago on business.

John Porter, conductor of Muskegon lodge, was present at our meeting and offered his regrets at not being able to be present at all of our meetings on account of the increased territory which he has to cover. Although he can not always be there in person, his heart is with the boys, which we all appreciate.

Ches. Brubaker, that good natured merchant at Mears, has named Herman Anderson and Ernest Welton as the Siamese or Gold Dust twins. He declares that Welton is always the same in his manner, but the Swede was like a cross cut saw if you did not know how to take him.

At our last meeting it was decided to offer a member of our Council as a candidate for Grand Sentinel at the next convention meeting which will be held in June, 1916, at Traverse City. The Council will put up A. W. Stevenson, one of the best liked men who carries a grip in this part of the State. Brother Stevenson has served on the Executive Committee for seven years, thereby earning the title of Past Senior Counselor. About twenty-five years ago, when this section of the country was known as the lumber woods and the territory surrounding was composed mostly of lumber camps, A. W. Stevenson started on the road selling drugs and drug sundries for Fred Brundage, of Muskegon. He stayed with the local concern for twelve years and left to accept a position with the Hazeltine & Perkins Drug Co. of Grand Rapids, which house Steve still travels for. He has been covering Northwestern Michigan for Hazeltine & Perkins for the past thirteen years. A. W. Stevenson was the first Chaplain Muskegon Council ever had, being appointed by W. A. White, now deceased, and holding the office under all the succeeding Senior Counselors. He has served one year as Grand

Chaplain of the State of Michigan. He holds membership in the Lovell Moore lodge, F. & A. M., belongs to the Chapter and is an officer in the Council of Free Masons. He also belongs to the Knights of Pythias and the Uniform rank and Bangmen of Bagdad. A. W. Stevenson has always been a hard worker for U. C. Tism. He has done more in keeping the Council together, brought in more applications than any member we have. He is constantly watching the new salesman as he takes the road and as soon as that boy has traveled



A. W. Stevenson.

one year you can rest assured that Steve will be there with an application blank. We think if the U. C. T. of the State will elect Stevenson Grand Sentinel that the same untiring efforts and the same hard work that A. W. has used to make Muskegon Council what it is to-day will be used to make the Grand Council one of the highest standards of efficiency of any Grand Council. We ask all U. C. T. members who believe in rewarding a hard worker to help us in all honorable ways in electing A. W. Stevenson to this high office.

Nick Luloff came up to see the boys but did not stay for the meeting. Next time you come Nick you should stay and we will promise you that you will enjoy yourself and you will not regret it.

Just to prove that Muskegon is a humane town the Michigan Humane Society elected three local residents as officers for the coming year, namely President, Secretary and Treasurer.

Last Friday Fremont was in darkness owing to the storm that passed over that part of the country.

E. P. Munroe, our Past Counselor and delegate at the last convention at Lansing, gave his report at our meeting. The report was very good, E. P., but you must stop kicking my dog around.

It was decided to hold our next

meeting Saturday afternoon, July 10, at 2:30 p. m. for the benefit of several out-of-town boys who have applications in and can not come down to Muskegon Saturday evening on account of not being able to get any train back Sunday.

Our Senior Counselor will write for a dispensation, so we will be able to take members in the same day we vote on them. If any of the boys know of any one you can get bring him along with you at the next meeting and we will put him through the ropes.

I think by this time we have taken up all the space Muskegon is allowed in the best trade paper in the world, so will close.

Milton Steindler.

Boomlets From Bay City.

Bay City, June 21.—A. R. Ballamy, for a number of years one of the leading job printers of this city, has increased the efficiency of his plant by taking a partner, and the business is now run under the firm name of Ballamy & Snover. Mr. Snover has for a number of years been superintendent of another printing plant in this city.

The Gaylord Creamery Co., one of Gaylord's new industries, is proving a great boom to the farmers in that vicinity, having made a local market for a product which heretofore has been sent away from home. One thousand pounds of butter a day are being manufactured and the quality is considered gilt edge on the market. Several outside concerns have tried to contract for the entire output of the plant, but the officers believe in protecting home merchants and have refused to do so.

A fine grade of bituminous coal has been found on the Rifle River, seven miles from Standish. A shaft, eighty-three feet deep, has been sunk. The vein is said to be eleven feet thick and is located on land owned by Detroit parties. The discovery has caused considerable excitement and land values are soaring.

Arenac county is to have five miles of stone road in the township of Turner. Bay City contractors were awarded the work for \$14,250 last Wednesday.

Morton & Barnes, Marlette, the genial proprietors of the New Exchange Hotel for twenty-eight years, have sold the property to A. G. Adams, who is now in possession.

One of the growing industries of Northern Michigan is feeding cattle for market. This industry has grown rapidly in the last few years and the number of cattle brought in this territory for feeding purposes is annually on the increase. Especially is this true in Otsego county, where there is a number of large ranges. It has been stated, and seems well justified, that there is no place in this country where cattle will take on as much flesh during a season as in this part of the State. W. T. Ballamy.

Giving Satisfaction---The Worden Plan of Action

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo

THE PROMPT SHIPPERS



(Unlike any other paper.)

DEVOTED TO THE BEST INTERESTS OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY,
Grand Rapids, Mich.

Subscription Price.

One dollar per year, if paid strictly in advance; two dollars if not paid in advance.

Five dollars for six years, payable in advance.

Canadian subscriptions, \$2.04 per year, payable invariably in advance.

Extra copies of current issues, 5 cents; issues a month or more old, 10 cents; issues a year or more old, 25 cents.

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

June 23, 1915.

THE EFFORTS FOR PEACE.

There is a great deal of talk about peace, and probably it is because so many others were speaking and writing about it that prompted Mr. Bryan to announce himself on a peace platform, thinking thereby he would win a considerable degree of popular favor which would be ready-made and that with his prohibition and two or three other planks he could draw around him quite a following. That a terrible war is being waged in Europe with thousands dying daily is what makes the peace proposition so pertinent and uppermost in most people's minds. It is a good thing to think about and a good thing to talk about, but those who have any idea that peace societies in the United States will materially hasten the end of the war are probably reckoning without their host. The belligerents are still very bellicose, each realizing that stopping now would bring no benefits which might not have been had at the beginning without the loss of a life, and they have gone so far that each will think it must be continued to a finish. Secretly, doubtless, each one wishes for peace and would be glad to have it if they could get the other things desired along with it, but apparently it has gone so far now that it must go further as started.

Whatever effect, force or influence peace societies, organizations, resolutions, speeches or articles have here or in any other part of the world will come after the war is over in creating world-wide sentiment against continued attempts to settle international questions with shot and shell. This is the view taken of it by the League of Peace, a movement in which such men as ex-President Taft, Cardinal Gibbons, Ambassador Herrick, John Bassett Moore, Oscar F. Straus and others are interested. Their peace ideas are very different from those of Mr. Bryan, for example, who believes in peace at any price and says so beforehand. They appreciate that the present war is liable to continue until somebody is whipped and gives up from exhaustion, nor do they expect that anything they can say or do will hasten that end, desirable as it is. When the present controversy is concluded and

one side or the other hoists the white flag or sends an envoy suing for a cessation of hostilities, then the United States in all probability will have the opportunity to step in with its good offices in assisting a settlement. Then and there the peace promoters will have a favorable opportunity to promulgate their plans and present them to nations not only willing but anxious to take that view of it. It will be a very long time before any of the nations now engaged in war will willingly take on another struggle and they will be right glad to help along a worldwide peace movement through international agreement, which presumably every considerable government of the world will be glad to sign.

UNCLE SAM'S SURPRISE.

Surprises are common in these belligerent days, but none savoring wholly of peace has been sprung for some time which occasioned more genuine surprise than that enacted in the rural mail service. A fortnight ago word had come that because of the failure of Congress to increase the appropriation for this service, an extension which was felt necessary would necessitate the retrenching at some points already established some years ago. But when the carriers who were retained received notice of exchange of routes, in some instances on the day when their routes were to be changed, they were almost as much chagrined as were those who had been notified that their routes were abandoned, or consolidated with others.

The change with no previous warning is as disastrous to the patrons. To find a note in the box one day, "Move your box to —," perhaps some four corners half a mile distant, is the height of inconvenience in many instances. More, the address must necessarily be changed, and even the local daily is thus practically of no value for at least a couple of days or until the new address can be forwarded to the publishers. Letters likewise, are unavoidably detained. The new carrier must learn a host of new names and get his patrons located, while his comrade, with whom he has possibly been forced to exchange routes, is at a similar disadvantage.

A part of the new dispensation, from the economic standpoint, is explainable. But why there should not have been the warning, which gives chance for preparation and an elimination of some of the problems, is a mystery. Why the shifting about of carriers? They have learned how to best adapt themselves to the hills and hollows, how to make the best time with the least wear upon horse flesh. And why the suddenness of it all; although planned by the head of the department weeks ago? It seems a retrograde step from which a return may take months to recover.

A farmer was asked why he did not take a newspaper. "Because," he said, "my father when he died left a good many newspapers and I have na' read them through yet."

CAN NOT ALWAYS TELL.

Things do not always work out as originally intended. In public life it frequently happens that those who manage and manipulate, try to sidetrack a man and put him on the shelf and by that very act render him more substantial service than he could have received in any other way. It is recalled that some years ago Theodore Roosevelt, then a comparatively young man, was getting on in public estimation and political popularity and somehow he was not altogether satisfactory to those higher up, and accordingly it occurred to them that perhaps under the guise of conferring upon him a distinguished honor they might place him where he would do no harm and where his influence for righteousness or unrighteousness would not cut very much figure. Therefore, against his will, they nominated him for Vice-President, which somehow, although wrongfully, is usually considered a sort of a shelf for an ambitious man, from which he goes no further, and such has frequently turned out to be the case.

It is very recent history how Roosevelt took the Vice-Presidency and then shortly after succeeded to the Presidency and three years later was re-nominated and re-elected. Allowing that he was on his way to the White House years before, those who sought to interfere with his progress and hinder it really helped and render him very valuable assistance and he got there a great deal sooner than he would otherwise. It will be recalled that when Hughes was Governor of the Empire State he was making strides rapidly in public opinion, people having unlimited faith in him and regarding him as the strongest man politically in the country. It looked very much as if some day he might be nominated for President of the United States, not because they wanted him, but because they would be obliged take him. Then he was appointed to the bench of the Supreme Court of the United States, a judicial honor so high that any lawyer might well aspire to it and none would care to decline. They thought they had disposed of Hughes as a political possibility and he accepted that view of it himself. Despite all that he is now being talked about on every hand in connection with the next Republican Presidential nomination and everywhere he is regarded as one of the very strongest men who possibly could be named for the place. If he adheres to his present determination he will not take it, but he could have it by a nod of the head, and be elected, too, which is another instance of going to show that putting him on the shelf did not very effectually hide him from the public.

AMERICANIZATION DAY.

The suggestion comes from the Bureau of Education and the Department of the Interior that the approaching Fourth of July be made what it calls an Americanization Day. It is designed to have some meeting or observance whose prime object it be to impress newly naturalized citizens with the advantages

accruing to them and the obligations assumed by their oath of allegiance. It is reported that the mayors of over fifty cities in the United States have taken kindly to the proposition and are appointing committees to prepare for the event. Other organizations are asked to join in the movement, lending their aid and assistance to what is really a very important undertaking. The old-fashioned Fourth of July celebration has been abandoned, and too often nothing at all has taken its place, the day being devoted simply to picnics and pleasures such as appeal to the people severally. It is especially fitting that this year something particular be done to show that citizens recollect the Declaration of Independence and think well of it, and that they appreciate not only what it meant then, but what has been brought to pass as the result of it. In the early days reading the Declaration of Independence before the assembled multitude was as much a part of the regular exercises as was singing "America," or the patriotic oration of the neighborhood's most eloquent orator. Surely something ought to be done to make the significance of the day better understood and more impressive.

Is it Holland's preparedness that has saved her from the fate of Belgium? Holland, with four-fifths of the population of Belgium, should, if she were as unprepared as Belgium, have had a standing army of 43,000 men, and an ultimate fighting strength of nearly 300,000. But Holland's peace establishment at the outbreak of the war was less than 25,000, and her ultimate field army was estimated at about 125,000. Switzerland, with a population just half that of Belgium should have had a standing army of 25,000 men. But "prepared" Switzerland has no standing army whatsoever, and the national militia on which she depends consists of men who have received from sixty-five to ninety days' training. Sweden, with three-quarters of Belgium's population, should have had a peace army of nearly 40,000. It was actually about 25,000, although a policy of increased armaments was decided upon some time ago. There may be arguments for preparedness, but why continue to treat the facts about Belgium as so many scraps of paper?

No merchant need be told about the begging evil. Solicitors representing churches, hospitals and all kinds of charities call upon him and ask for a donation to help along the cause in which they are interested. Merchants are asked to advertise in a concert programme, to take a chance on some article to be raffled at a fair, to donate something from their store as a prize, or to give cash. They usually respond liberally, for fear that they will lose trade if they don't, but they have to make up their loss in some way and the only way is to charge more for their goods and make the consumer pay. If all this soliciting could be done away with everybody would be just as well off.

SYSTEM IN THE STORE.

System is the middleman between effort and achievement. It reduces the labor and increases the results.

The retail dealer who learns from experience speedily discovers that system is an essential if the business is to run smoothly and progress successfully. A merchant may carry a splendid line of goods; he may have a first class selling staff; his store may be a model of cleanliness—but all these items should be linked together by means of a first class store organization, making each an integral part of an harmonious whole.

System does not mean red tape, endless book-keeping, interminable entries and cross-entries. It does mean a careful, intelligent, organized method of carrying on business. Every detail of business, from the buying of goods to their delivery to the customer, should be definitely ordered. Close supervision of every item, careful attention to detail, are important to business success.

To begin with, systematic handling will increase the efficiency of the buying end of the business. On the one hand, the merchant must avoid duplicating any item of his present stock; on the other he must be sure to have in stock what the customer wants when the customer wants it. This involves the systematic keeping or a want book—perhaps an ordinary book, perhaps a system of want slips—which will be a guide to the merchant in ordering.

Goods when received should be entered immediately in a receiving book, a memo being made of the date and other particulars. There should be entry also of the weight; and, probably, a note of the contents of each case. These items in turn should be checked and added upon receipt of bills or invoices.

And all this should be attended to promptly. For, as a rule, the task postponed is the task ultimately left undone.

Many merchants take too much for granted; and these, strange to say, are the merchants with whom the large houses have the most difficulty concerning shipments and invoices. They assume that bills are right, weights and extensions correct—and then an apparent error crops up, and they have no information at hand whereby to corroborate their suspicions on the one hand or to vindicate the claims of the wholesale house on the other. The systematic merchant, who checks everything at the moment and keeps a record of his information, detects all errors promptly; when he finds it necessary to make a claim he has the specific facts wherewith to back it up; and he never gets in bad by making claims for which there is no foundation.

Then, too, systematic supervision of the incoming purchases, as well as of the stock while it is in the store, will prevent many a small but costly leak. These little leaks often run into big money in the course of a few months. Close supervision, constant watchfulness, will soon detect them.

In the care of the stock, an im-

portant item is to systematize the shelf arrangements. It is not sufficient to keep the shelves clean and orderly; there must be a specific basis arrangement designed to facilitate the handling of the stock and the everyday work of the store. Put the quick selling goods where you can reach them most readily, instead of on the top shelves or in the rear. When you open a new shipment of breakfast food, put the new goods to the back and the old goods to the front of the shelves; thereby you will avoid many complaints regarding unsatisfactory, mouldy and bad-tasting cereals.

Any store organization will be improved by an informal departmentizing of the stock, a systematic division among the clerks of the work to be done. Thus, one man can be given special charge of the provision counter; another can look after the house-cleaning goods in season; to keep the fruits and vegetables looking fresh and attractive may be assigned to one clerk as a particular task. There should be regular days for weighing out sugar, and so forth; and to this work a member of the staff should be specially assigned. In short, each man should have his work mapped out and should know what he is to do and when he is to do it, so that, instead of waiting for instructions, he can, when the times comes, go right ahead with each task required of him. Such a system removes from the merchant's shoulders a very heavy burden of direction, and at the same time trains the salespeople to greater efficiency.

Similarly, the changing of displays would be systematized; newspaper advertising should be changed at regular intervals, and not haphazard; and, in both window displays and newspaper advertising, the merchant should feature, not the thing that strikes his fancy at the moment, but the line of goods which, from a careful study of his business, he is convinced it is most advantageous to push. Similarly, the selling end of the business can be definitely organized. Regular staff conferences are helpful in training the clerks; while it has been found a good scheme in many instances to assign each clerk to some particular article which he is required to introduce to the attention of every customer whom he may be called upon to serve.

Finally, the delivery system calls for careful supervision.

To begin with, in most stores there is a lot of unnecessary duplicating in delivery trips. This is partly due to rush orders; but a great share of the duplication can be avoided by mapping out definite routes. A great deal of wasted time could be saved by a system of regular hours for local deliveries and regular days for out of town trips. Naturally, where fixed deliveries are an innovation, there will be critics and objectors. To disarm these, it is necessary to give ample notice of the intended change, and—by means of advertising and otherwise—to educate the buying public to the necessity of system. A strong argument is that, to give the satisfaction which you are desirous of guar-

anteeing to every customer, it is necessary to put your delivery service on a thoroughly systematic basis. Remember, in talking up systematic deliveries, that the customer is interested, not in the good it means to you, to the deliveryman or to the horses, but in the good it means to him. Show him that he will benefit and where he will benefit.

In sending out goods, of course, orders should be carefully checked; make sure goods are as ordered, and that nothing is left out, or misdirected.

Immediate attention to complaints is another important item in the well organized store, although the well organized store has the advantage that it reduces complaints to the minimum.

The Pacific Mail Steamship Company had virtually no alternative to the dissolution which it has announced for November 2, two days before the Seamen's act becomes operative. The only way to compete successfully in the Pacific with the Chinese and Japanese lines is to employ Oriental crews. The new Seamen's bill makes it impossible to use crews which are not conversant with the language of their officers—a provision which, conjoined with the old law for the employment of American citizens as officers on American ships, all but excludes the possibility of shipping any but American seamen. The Robert Dollar Line has threatened to transfer to Chinese registry and to hire Chinese officers, but this is unsatisfactory and very doubtful as a practical step. The heavy burden implicit, quite apart from the nationality of the crew, in the new stipulations as to the percentage of able-bodied seamen and as to crew space, must be decisive for any company which has been barely making ends meet. In weighing the significance of what is happening to these Pacific lines, it must not be forgotten that war conditions have in many ways added to rewards of the maritime shipping business. Freight rates have reached an almost unprecedented figure, and the shortage of ships is attested by the fact that the Pacific Mail anticipates no special difficulty in disposing of its scattered fleet to individual buyers. If under such circumstances the weight of the La Follette act is found intolerably oppressive, what are we to expect of it when normal conditions at sea are restored? It has been demonstrated beyond the possibility of doubt that the only hope of an American mercantile marine lies in the repeal of its unjustly burdensome provisions.



The Continuous bars on **DIAMOND Squeegee Tread TIRES**

give you security, smooth riding and more mileage on any road all the time.

SHERWOOD HALL CO., LTD.
Distributors GRAND RAPIDS, MICH.

There Are Now 13,953 Citizens Telephones

In the Grand Rapids Exchange



Direct Copper Metallic Long Distance Lines Connect with 200,000 Telephones in the State.

USE CITIZENS LONG DISTANCE SERVICE

Citizens Telephone Company

PURITAN INSTITUTE

78 SHELDON AVENUE
GRAND RAPIDS, MICHIGAN

Puritan Plaster Method
FOR EXTERNAL
CANCER REMOVAL

PURIDERMA

A Vigorously Active Skin-Germ Exterminator for
**Eczema, Sore Scalp,
Salt Rheum, Pimples.**

Patients Don't Pay Until Satisfactory
Results are Obtained

Puriderma for Home Use on Same Terms

EVERY MERCHANT



NEEDS THIS
CANVAS PURSE

It has separate compartments for pennies, nickels, dimes, quarters, halves, dollars and bills.

When You Count your money to take it out of the cash drawer or register, drop it into its proper compartments, turning in the inside flaps, and the outside flap over all.

In the morning you merely dump the contents of each compartment into its proper place in cash drawer or register.

This purse is made so that coin or bills cannot become mixed or drop out—strong, durable, bound with four rows stitching.

Large Size 11 x 7 in., 75c Prepaid Small Size 9 x 6 1/4 in., 60c Prepaid

Your Money Back if Not Satisfied

The Fortuna Company
8 Exchange St. Rochester, N. Y.



Call Attention to the Talking Points. Written for the Tradesman.

You are the proprietor or manager. Never forget that it isn't so much what you can do yourself as what you can get your helpers to do, that counts. The larger your force of assistants, the more important does this principle become. We will say you are an expert salesman. You know all about the goods—woolens, silks, cotton piece goods, ready-made apparel, laces, embroideries, gloves, hosiery, and the million and one other items that go to make up a complete dry goods stock. And you understand people. And if you could put in your time at every counter and every table, the goods would move out.

But inasmuch as you can't be at every counter and every table in person, the next best thing is to develop in your helpers some degree of those powers in which you yourself have become an adept.

When any item of merchandise comes under your consideration, with a view to buying it or selling it, you make a quick size-up of its talking points. But how about that girl who is an utter novice in selling goods, having begun work for you just three days ago and with no previous experience? What does she know about talking points?

Possibly her brain isn't very large nor very active, anyway. And more than likely she has never been accustomed to bending it vigorously to the task in hand. Such being the case, it is all the more necessary to supplement the inadequate workings of her headpiece by your own more efficient cerebrations. So be sure to call the attention of the beginner to the talking points of the lines she is to sell, instructing her carefully, painstakingly, and on only a few points at a time, in order that she may have a clear understanding of the facts that you are trying to impress upon her.

With one article it may be the beauty of the pattern, with another the absolutely fast color, with another the durability of the fabric. Some articles have two or more strong talking points. Whatever are the salient characteristics of merit, the salesperson should have them on the tip of her tongue.

Along with instruction as to what are the talking points, the beginner should be taught how to use them. A parrot-like recital of merits, like an unskillful book-agent's reeling off of the prospectus which he has learned by heart—this accomplishes little or nothing. But to bring in the talk-

ing points easily and naturally and effectively—that is the end to be sought.

Be sure that your goods have talking points. By this it is not meant that a stock should run largely to extreme styles or that many odd, eccentric items should be carried, but rather that each line—and every article in each line—should have character and merit. Many goods are very fair in quality and all, but entirely lacking in any points of distinction.

With beginners, call attention to the talking points of the goods. But almost from the start encourage them to find and note the talking points for themselves. Soon let them know that you expect and require this, for this is an important part of the process of evolution from a thoughtless novice to a capable and efficient salesman or saleswoman. Fabrix.

Disloyal Store Workers Never Are Efficient.

Written for the Tradesman.

Some weeks ago in Barre, Vermont a strike of store employes was in progress. I understand this was quite general and included not only the helpers in dry goods stores but also the employes in shoe stores, groceries, meat markets, clothing, hardware and notion stores. Considered as a strike I believe it is not regarded as very important. Indeed, I have not seen anything indicating whether or not it has been settled, and if it has been settled, on what terms. For lack of detailed information it is impossible to discuss here the alleged grievances of the strikers. But the event is notable because heretofore strikes among store employes have been so rare as to be almost unknown.

Doubtless this has been due partly to the nature of the work. The fact that in almost all cities and towns there always are more persons wanting places in stores than there are places to fill, probably is a stronger reason why organization among clerks and salespeople so seldom has taken a militant form.

This occurrence brings sharply to mind how essential it is in a store that there be harmony and co-operation between the management and the workers. It is possible for a manufacturing plant or a mine to operate when the workers are sullen and disaffected. The work can go on, although not nearly so well as when there is a better feeling. But in merchandising there is so much that is personal and psychological, that the moment an employe becomes disloyal

to the management, he or she ceases to be of value.

The salesperson stands between the public and the proprietors, and the attitude toward the employer is sure to be disclosed in the manner to the customer. To take back into a store and get along with a lot of returned strikers, whatever the terms of settlement, is an almost unthinkable proposition. While not upholding any employe in being inconsiderate of his helpers, nor questioning the right of helpers to better their condition by all legitimate means, the position that when a store worker becomes hostile to the management, the store is better off without his or her services, seems the only tenable ground. K. K.

Society Ways.

A city man recently visited his "country cousin." The man from the city, wishing to explain the joys of metropolitan life, said: "We certainly have been having fun the last few days. Thursday we autoed to the country club and golfed until dark, then trolleyed back to town and danced until morning."

The country cousin was not to be stumped in the least and began telling of some of the pleasures of the simple life: "We have had pretty good time here, too. One day we buggied out to Uncle Ned's and went out to the back lot, where we baseballed all the afternoon. In the evening we sneaked up into the attic and pokered until morning."

A sturdy old farmer who was listening, not to be outdone, took up the conversation at this point and said: "I was having some fun about this time myself. I muled out to the cornfield and geehawed until sundown. Then I suppered until dark and pipe-d until 9 o'clock, after which I bed-

steaded until the clock fived, after which I breakfasted until it was time to go muling again."

Loyalty.

If you work for a man, in Heaven's name work for him. If he pays you wages that supply your bread and butter, work for him, speak well of him, stand by him and stand by the institution he represents. If put to a pinch, an ounce of loyalty is worth a pound of cleverness. If you must vilify, condemn and eternally disparage, why, resign your position, and when you are outside damn to your heart's content. But as long as you are part of the institution, do not condemn it. If you do, you are loosening the tendrils that hold you to the institution, and the first high wind that comes along you will be uprooted and blown away, and probably you will never know why. Elbert Hubbard.

The "House of Rothschild" Quits.

The "House of Rothschild," a sensational mail order concern for retail merchants, which several months back began business in New York, has decided that it cannot carry out its plans, and that it will have to quit the trading field. A. M. Rothschild, the prime mover of the enterprise, says some of his big competitors persuaded the manufacturers not to furnish him supplies, and so he couldn't make good his catalogue offers.

What has become of the old-fashioned training school for boys that used to be located in the woodshed?

We are manufacturers of TRIMMED AND UNTRIMMED HATS for Ladies, Misses and Children, especially adapted to the general store trade. Trial order solicited.

CORL, KNOTT & CO., Ltd.
Corner Commerce Ave. and Island St.
Grand Rapids, Mich.

Special

Right now, while the best of the retail selling season is on, we are offering all of our thin Wash Goods at reduced prices, some of them greatly reduced. If interested, we will be pleased to quote prices.

Good quality, good styles and well made Blue Chambray Shirts, all sizes, \$3.75 to \$4.50 per dozen.

Paul Steketee & Sons

Wholesale Dry Goods Grand Rapids, Mich.

Public Seating For All Purposes

Manufacturers of

American Steel Sanitary Desks

In use throughout the world

World's Largest Manufacturers of
Theatre Seating

American Seating Company

General Offices: 14 E. Jackson St., Chicago; Broadway and Ninth St., Grand Rapids, Mich.

ASK FOR LITERATURE



JOHN HOULT'S LIFE.

What It Means to the City of Grand Rapids.

Mr. John Hoult loved the city of Grand Rapids and he loved its people, and in the passing out of such a life there comes the thought, "What does such a life mean to the city?" The only answer will be that it will be a reflection of what his life was.

To me he was a wonderful character. For twenty-four years he has lived with us. His nature was honest, rugged, and kind—nothing artificial nor pretentious. His qualities and acquirements were such as men must have in a hand-to-hand struggle with life's duties. Above all, he knew himself, and put no false estimate upon his powers, either in performance or endurance. He was self contained, self reliant, with every faculty trained in the school of practical life. He wasted no energy upon ornament, but reserved his strength for the real and useful.

In framing an epitaph for him, the simple truth is sufficient. He enjoyed his occupation; was always buoyant, hopeful and full of courage. With him there was no distinction of persons between honest people. There was a vein of humor which amused and fascinated. All were glad when he came and sorry when he left, because he always had something good to do or say. His genial nature and generous and responsive heart made him fast friends among his workmen and fellow manufacturers. He was a man of singular warmth and earnestness in his desires, enterprising, fond of adventure and devoted to innovation and changes that he might improve. He became successful because he was intelligently industrious and pre-eminently practical and had in him the greatest of courage to put through any undertaking attempted, and he became popular because he was just and kind and generous. He was loved by his workmen because he knew life by living it with them and having shared it by his own toil.

As we review such a life and won-

der what it means, we halt and falter for a moment and then realize that such a life for the time he was with us has made each one of us during these years go to our work and duties with more zeal and more determination; causing us to try and give more employment and live to the standard of bigger life, and the honorable ending of it makes us of his generation more faithful and holds up before us an accomplishment to be sought.

The large business developed by his energy not only will survive him, but by the firm foundation he has given it by the special training and development of those associated with him will still further develop and grow, a monument to him, to those associated with him and to the city.

To those younger who have watched this man as he has steadfastly done his duties, there comes great inspiration, for he was a man who supplemented natural ability by his own earnest endeavor. He reached success because he was willing to pay the price of success by being on his job each day. His life has served and will continue to serve as an example and inspiration to countless others, so that he will be still with us, standing in death, as in life, for those things which lend value, dignity and honor to his church, his industry and his city. Miner S. Keeler.

Desperate Expedient.

Little Charlotte accompanied her mother to the home of an acquaintance where a dinner-dance was being given. When the dessert course was reached the little girl was brought down and given a place next to her mother at the table.

The hostess was a woman much given to talking, and, in relating some interesting incidents, quite forgot to give little Charlotte anything to eat.

After some time had elapsed Charlotte could bear it no longer. With sobs rising in her throat, she held up her plate as high as she could and said:

"Does anybody want a clean plate?"

CHEER UP!

Eight Acts of the Ramona Kind of Vaudeville

More Thrills on The Derby Racer | Simplified, Modern Dances at the Casino

More Attractions---More Attractive

Ramona Is Open

Reach Base Ball Goods

Are Considered Standard By All Famous Players

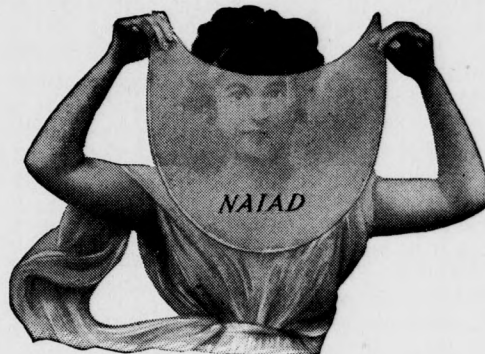
We have in stock the "official" American League Ball at \$12.00 per dozen, also the popular "Playground" balls at 85 cents, \$2.00 and \$4.00 per dozen. Ask our salesman or write us for booklet describing the entire line. We solicit your orders.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

"The Crowning Attribute of Lovely Woman is Cleanliness"



NAIAD Dress Shields

add the final assurance of cleanliness.

FREE FROM RUBBER

Can be quickly sterilized in boiling water. All styles and sizes to fit every requirement.

Regular, Full Dress, Shirtwaists are made in flesh color. Guarantee with every pair.

Naiad Waterproof Sheeting for the nursery and hospital

The C. E. CONOVER CO., Mfrs.
101 Franklin St. New York



Whose Name Shall We Advertise?

A man dropped into a clothing store one day to buy a suit. The salesman managed to show him one in his size—one which would not eat up in alterations all the profits on the sale. The man liked the pattern; he was convinced that the suit was worth the money. But suddenly he turned to the salesman.

"Is this a 'Blank & Co.' suit?" he asked.

"No, it is not," said the salesman frankly. "The house you mention puts out some fine garments, but as it happens we carry the 'Blank-Blank' clothes. This suit is as good value as you can get for the money anywhere in the country, and I know it will please you."

The customer shook his head dubiously. "I don't doubt what you say," he explained, "but my wife told me I had better get a 'Blank & Co.' suit. If I come home with something different she'll never feel quite satisfied about it." And much to the chagrin of the salesman he walked out.

This incident illustrates one of the biggest problems that faces retail merchants, a problem that is daily growing in importance. In the old days no manufacturer thought of signing his goods. He was contented to put the retailer's label in them, and the customer who bought the suit was left to infer that the merchant owned or controlled his own factory. If anything went wrong with a garment the customer returned it to the dealer. He couldn't send it to the manufacturer even if he wanted to—he didn't know his name. The merchant bought clothes at any price he pleased and sold them for whatever he thought they would bring—subject always to the law of competition which, as we know, is dependent on many other factors besides the price of the goods.

The advent of Nationally advertised goods wrought the greatest revolution the clothing industry has ever known. Manufacturers suddenly discovered they didn't have to rely for success or failure upon the decision of a single judge—the retailer. There is also a jury in the case—the great American public. If the manufacturer can state his case so as to win the confidence of this jury, he will overrule the verdict of the judge and force him to do his will. Millions of dollars have been spent during the last few years in arguing the case of the clothing manufacturers before the highest tribunal the country possesses—the buying public.

This is all very well so far as the manufacturer is concerned—and it

seems entirely satisfactory to the consumer—but how about the retailer who is the indispensable middle link in the chain? What are his prospects under the new order of things?

The conclusion inevitably forced upon every fair-minded man who studies the situation is that National advertising tends to minimize the importance of the local merchant. It forces him in many cases to sell at a given price—established in the mind of the public because advertised. Because the price at which he can purchase from the manufacturers is also fixed, he is left with a definite and immovable percentage of profit with which to meet a cost of doing business which varies and fluctuates with changes in any one of a number of conditions—a cost which shows a steady tendency to go higher and higher and higher, do what you will to fight it.

Moreover the personal integrity and reputation of the merchant are no longer so important as they were. When a customer comes to buy a certain article, the brand name of which he knows in advance, selling at a certain price and guaranteed to be of a certain quality, no salesmanship is required to sell that article. A mere "order-taker" is entirely competent.

Certainly, no one would deny that definite standards of value are a good thing; but the retail merchant likes to feel that his customers trust him because they know he is honest, and not because they know he can't help being honest.

Unquestionably Nationally advertised clothing has come to stay. There is no way for the retailer to prevent manufacturers telling the public about the goods they make. From the manufacturers' view-point there are many advantages in advertising goods in that way. Let us run briefly over a few of them:

First, it is easier for the manufacturer's salesman to approach the retailer. The retailer is himself a member of the reading public and the manufacturer's advertising impresses him as it does anyone else. The salesman carrying a brand which the retailer knows all about is sure to get a more cordial reception than the man trying to sell goods not so well known.

Second, the manufacturer is assured that if the retailer puts in his line and carries it for a year or two he is unlikely to throw it out; retailers know that the manufacturer's advertising is sending people to his store every day for the specific purpose of buying "Blank-Blank" clothes.

Third, it enables the manufacturer to hold up his prices to the retailer. He has advertised the retail price to the public, and knows how much profit retailers will make on every suit. When a retailer demands a cut price the manufacturer, secure in his knowledge of consumer-demand, can refuse to cut.

Fourth, it guarantees a uniform volume of business to the manufacturer from one year to another. Consumer-demand automatically creates a certain amount of business no matter what conditions may be.

While the interests of retailers and manufacturers are in the main identical, it so happens that in most of the points enumerated they are directly antagonistic.

The manufacturer wishes to have the retailer compelled to stock his line year in and year out because of consumer-demand. But to the retailer this is simply bondage. And the retailer does not relish having the maker of the goods fix the retail price. It may be argued that manufacturers do not do this—that makers merely advertise a series of prices and the retailer may, if he wishes, sell any of the goods at any of these prices. Practically, however, this does not work out. The presence of competition forces the retailer to give the best values he can at each of the prices he carries. Moreover there seems to be a tendency throughout the clothing trade for each manufacturer to center upon a line of clothes at one definite price.

To counterbalance these objections to Nationally advertised goods there are a number of things which retailers will gladly say in their favor. In the first place National advertising makes goods easy to sell. After you have shown a customer a suit and he has approved the fit, color and cloth, to tell him that this is one of the famous "Blank Company's" suits often serves to clinch the sale without further trouble.

It gives the retailer something to say in his newspaper advertising. Putting aside the question of this aid, the copy is strengthened when there is added to it the name of a brand of clothes which is almost a household word.

It automatically produces extra business for the store. Every line of clothing has its own public—men who

will wear nothing else if they can help it. When these men move to a new city the first thing they do is to look up the local retailer who carries their favorite line. If the agency for a line of clothes is transferred from one store to another every retailer knows that it brings with it a certain amount of custom from men who are adherents to that line.

In a general way a merchant knows that he can trust the goods put out by a manufacturer who employs National advertising. In the last analysis advertising is nothing but the creation of good will. No manufacturer would risk destroying the cumulative value of thousands and thousands of dollars' worth of advertising by letting the quality of his goods deteriorate even for a single season. In a way the manufacturer who does not advertise is like the man who writes an anonymous letter. A manufacturer is likely to be more careful when his name is signed to the result.—B. O. Bliven, in *Clothier and Furnisher*.



"Sunbeam" Luggage



TRUNKS, SUIT CASES AND BAGS

RIGHT NOW is the time to stock up on these excellent values, with the spring and summer travel just ahead of you.

"Sunbeam" Luggage will withstand hard service—"they are made to wear." They will build up a foundation for a bigger and better business for you. Your order will be shipped promptly and you will find the goods just as represented.

Our new catalogue not only shows you "what's what" in the Luggage line, but it actually places them within your reach at prices that will surprise you. If you haven't a copy, send for it to-day—NOW.

Brown & Sehler Co.

Home of Sunbeam Goods
Grand Rapids, Michigan

Geo. F. Minto & Co. Wholesale Men's Furnishings

Full stock of all staple and well known brands on hand for at once delivery.

We carry such famous lines of underwear as Cooper's, Wright's, Springtex, Porosknit, B. V. D., Etc.

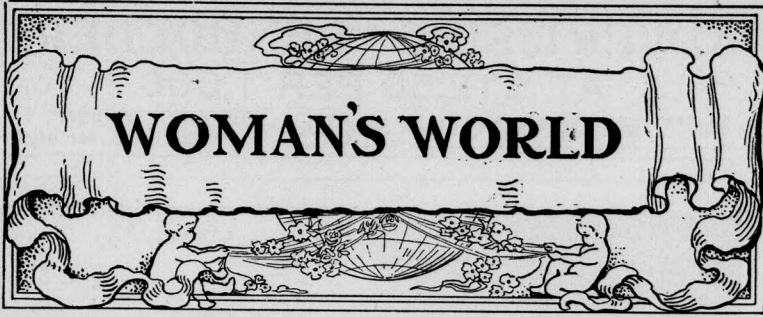
Try our quick one day service.

The only Exclusive Men's Furnishing House in Michigan.

GEO. F. MINTO & CO.

66 Jefferson Ave., Detroit, Mich.

Box T.



When Frugality and Advancement Are at Cross-Purposes.
Written for the Tradesman.

It has been intimated to me by one who has followed my work very closely and in the main sympathetically, that I harp a little on the subject of frugality—that I praise overmuch the virtue of thrift and condemn too frequently the vice of extravagance. To these strictures I must in a way plead guilty—the theme is one on which I often have given expression to my convictions, taking up at one time one of the many phases in which the subject presents itself, and at another time another. But as I think over what I have written, I see no reason to recant any of my main contentions. I have spoken no untruth to regret, but possibly I have not always spoken the truth as pleasingly and effectively as I desired—in some degree I may have failed to show up the snug bank account, the home all paid for, the endowment policy in a reliable company, or the little income producing property acquired by small savings and self-denials—to show these up as good and desirable and worth while as they really are, and have failed also to lay bare the folly of wasteful and needless expenditure with sufficient impressiveness.

Particularly is it essential that women never be allowed to forget their duty as economists. They are the conservers of the race—of property as well as of life and of morals. Men are born destroyers, for the most part temperamentally incapable of saving. If the great body of women become wasteful as well, our condition will be sorry indeed.

But—there is another side to this question of frugality. There is such a thing as "saving at the spigot and wasting at the bung," of being "penny wise and pound foolish." It is a practical problem that in some form or other forever is coming up, whether a contemplated retirement or self-denial or saving will be a wise and genuine economy, or merely a false and shortsighted thrift, in the long run making for loss rather than gain.

Here is a concrete instance of such a problem. Maurice Hastings is a bright young newspaper man, holding, for a beginner, a fairly good position in the city which always has been his home. He is unmarried and lives with his mother, who has been a widow many years. Putting Maurice through school—he is a college graduate and also took a course of professional training—was quite a struggle for both, but is accomplished without involving them in debt.

However, in the two years during

which he has been earning, he has found it difficult to lay up any money. Mrs. Hastings has a small income, enough for all her modest needs, so he is not burdened with her support. His salary is much more than he used to spend at college, but wants multiply with prosperity. He dresses better than he did, and now that he is receiving good pay he finds that countless expenditures are expected of him which, by common consent, he was exempted when he was a poor aspiring undergraduate. Possibly being young and thoughtless, he spends a little too freely sometimes, and for purposes not really necessary. At any rate he has managed to lay up only two or three hundred dollars.

For his vacation this year he would like to travel a little, a few weeks trip to the Panama-Pacific Exposition and through the West being his particular desire. Having scarcely been outside his own state in his life, he feels, and with good reason, that the journey he has in view would broaden his mental horizon and substantially increase his equipment for his work. He looks at it not so much as a vacation and pleasure trip as an educational proposition. Shall he draw his money out of the bank and go, or shall he leave his little hoard untouched and content himself with two weeks in the woods?

Decision really rests with Mrs. Hastings, for Maurice always has been a good obedient son and heeds his mother's counsel. While he greatly desires to go, if she advises against it he cheerfully will give up the visit to the exposition.

Such questions as this are coming up every day for women to consider, both with reference to themselves and in their capacity of pecuniary advisers to their husbands, brothers and sons. For there always is a conflict between frugality and advancement.

The man or the woman who wants to advance professionally or in business must "keep up," and keeping up involves expenditure of both time and money. The young lawyer or the young physician who dresses shabbily and allows himself to become rusty intellectually in order to increase the size of a cherished savings account, is not apt to secure a large and profitable clientele. The stenographer or the salesman or saleswoman who proceeds on a like principle does not obtain the desirable, good-paying positions.

In the occupation of teaching, what is expected and practically required in the way of keeping up forms a serious item of expense; or, to put it in

another way, reduces very materially what teachers may expect to save from their earnings. In the better positions, a trip or two abroad, post-graduate work in some famous college or university, and other intellectual stunts of a high order are considered really necessary. And she who holds on to her money too closely and refuses to make these outlays must content herself with mediocre places, or even lose out altogether.

All this is true. On the other hand, the men and the women who have put all their spare money on themselves and have not saved up anything, while they may be able to command high salaries when all goes well with them, are poorly prepared for illness, loss of position, or misfortune of any kind.

In view of these two sets of facts, both undeniable and yet directly antagonistic, something like the following would seem the safe middle path for the ambitious young person with little or no means: A reasonable outlay for vocational improvement and advancement, in whatever ways may be most practical and best suited to attain the end sought, should be considered an indispensable expenditure. To the man or woman whose income-producing ability lies wholly

in his or her personal powers, this is just as essential as it is for a merchant to increase his capital, or for a manufacturer to enlarge his plant from time to time.

Ordinarily this outlay should not be so large as to do away with that other safe and sound principle, that every person, after once becoming established in a calling, should, during health and prosperity, lay by at least a modest amount each year, against the inevitable rainy day.

The compassing of these two great ends will necessitate the cutting out of many of those thoughtless, needless, foolish small expenditures which are the result of habits of unthrift, and the bane alike of economy and advancement.

Quillo.

The Ventilation of School Rooms Is a State Law Requirement

For years the heating and ventilation as applied to school houses has been one of our special features.

We want to get in touch with School Boards that we may send them descriptive matter

A record of over 300 rooms ought to be evidence of our ability.

Steam and Water Heating with everything in a material line.

Correspondence solicited.

THE WEATHERLY CO.

218 Pearl Street Grand Rapids, Mich.



Your Own Case

Take your own case—you know Uneeda, Zu Zu and Nabisco, leaders of the National Biscuit Company line. You know they are the standard of quality.

What is true in your case is true of your customers. They, too, know that N. B. C. goods are standard. That is why they buy them. And that is why you should sell them.

Profitable as National Biscuit Company advertising has been for the grocer, the continuance of it will be still more profitable, increasing consumer demand and making selling still easier.

A complete line of N. B. C. products will soon convince you that this advertising is profitable to you.

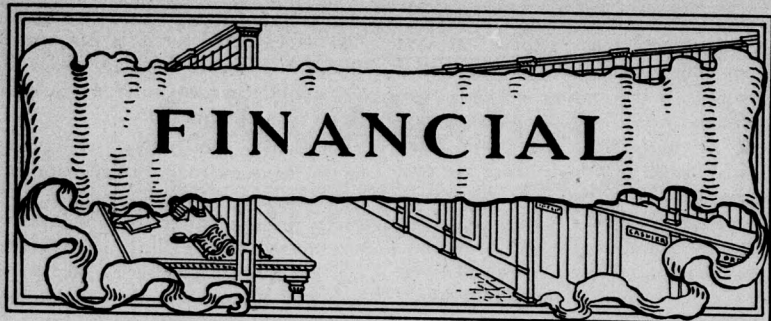
Zu Zu Ginger Snaps
—the kind that every child in your neighborhood asks for.
Retail at 5 cents and move quickly.



Sell biscuit baked by

NATIONAL BISCUIT COMPANY





The many friends of Amos S. Musselman, President of the Peoples Savings Bank, heartily congratulate him over his marriage last Saturday to Mrs. Margaret Burrell, of Washington. Mr. Musselman has a beautiful home facing Fisk Lake, just east of the city, and possesses everything in the way of social and financial position to enable him to enjoy his new relations to the utmost. The Tradesman is pleased to extend congratulations.

The Supreme Court has affirmed the decision of Judge E. F. Law in the suit of Fayle L. Porter, now Mrs. Edmund Harrington, against the Marine Savings Bank of Marine City. Mrs. Harrington brought suit for several shares of the Bank's stock which were owned by her father, the late John W. Porter, and which were held in the name of Lambert Record. The Bank sought to retain the stock, claiming a lien against an indebtedness owed by Record to the Bank.

Architect's plans are ready for the acceptance of bids for construction of the new home of the Central State Bank in Jackson. Work is to start July 1 and it is expected the new building will be ready for occupancy by April 1, 1916.

The Michigan Bankers' Association has sent a circular to its members urging those who have not already done so to place the transit numbers of their banks on all checks which they issue to customers. This is done at the request of the clearing house section of the American Bankers' Association. The universal numerical system approved by the American Bankers' Association assigns to each bank in the United States a distinctive number, the prefix of which indicates the bank's location, and affix the identity of the bank. The system facilitates handling of checks by the clearing house clerks of other banks, saving time formerly required in writing the name and address of each bank whose check is handled.

The new Federal Reserve banking system was inaugurated on Monday, November 16, about the time that money rates at New York, which had ruled at 8 per cent. in September and October, had begun to fall. Early in November, rates for sixty-day loans were down to 6 per cent. To-day they are $2\frac{1}{4}$ @ $2\frac{1}{2}$. This decline has occurred in face of Stock Exchange reopening, renewal of active Wall street speculation, and such revival of general business activity that exchange

of checks at all the country's clearing houses, which in November was 20 per cent. below the previous year, ran last month 11 per cent. above 1914.

But the bank reserve position sufficiently explains the anomaly. As compared with the middle of November, after the reduction in reserve requirements, the New York banks have added \$57,200,000 to their surplus reserves. Since they began operations in November, the twelve Federal Reserve banks have added \$42,800,000 to their original gold reserves, yet their rediscounts have increased only \$30,400,000 and their circulating notes only \$10,800,000.

Their gold reserve against all liabilities, in November, was 89 per cent. Ordinarily this percentage would have been progressively reduced by the increase of their loans, if not of their circulation. But with resources of the private banks as abundant as they are, no inducement existed for rediscounting paper with the reserve banks whose ratio of gold holding to outstanding liabilities is now 98 per cent. Money rates have declined because this is the only country in the world whose bank position has grown steadily easier since last November, and because gold is flowing to us from all quarters of the world.

There is enough in the visible performances of business to keep interest alive, to create worry as to the future of the country and to make uncertainty the dominant thing in affairs of the individual, but some things not yet above the horizon have occasioned anxiety among the few this week. Their eyes are turned toward Washington, where events of importance are expected; but they have the vaguest ideas of what those events will be. Our relations to the European powers have caused much solicitude but of late the dove of peace has been hovering over those relations. Many individuals, however, find in the dispatch of a special envoy from our Government to Germany, the delay in answering the latest note and the departure of Dernburg from our shores occasion for guesses of one kind and another. Then there is Mexico, and far out in the fog is Japan, the latter indeed much occupied with China. But Mexico will soon be more prominent in our affairs than it has been for some time past. The administration has unquestionably decided on a line of action. All these things involve the opinions and predilections of the cabi-

ADVERTISING PENHOLDERS
AT \$12.50 PER 1,000
JOHN E. PENNINGTON & CO. "THE PENCIL PEOPLE"
 Charlotte, Michigan



Service does not consist in the offering of specific information or accommodation—rather in the constant willingness and the perfect ability to meet another's needs—usual and unusual—skillfully. It is this sort of usefulness that is the mark of the service you receive at these banks.

Grand Rapids National City Bank
City Trust and Savings Bank
 Grand Rapids, Michigan

Fourth National Bank

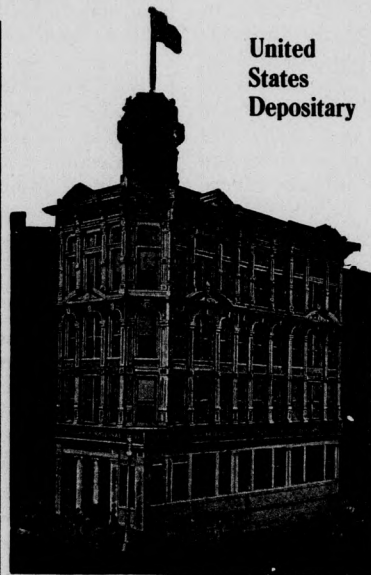
Savings Deposits

3

Per Cent Interest Paid on Savings Deposits

Compounded Semi-Annually

Wm. H. Anderson, President
John W. Blodgett, Vice President
L. Z. Caukin, Cashier
J. C. Bishop, Assistant Cashier



United States Depository

Commercial Deposits

3 1/2

Per Cent Interest Paid on Certificates of Deposit Left One Year

Capital Stock and Surplus \$580,000

The Old National Bank

GRAND RAPIDS, MICH.

Our Savings Certificates of Deposit form an exceedingly convenient and safe method of investing your surplus. They are readily negotiable, being transferable by endorsement and earn interest at the rate of $3\frac{1}{2}$ % if left a year.

net, and a further break in that body would not surprise those who are familiar with Governmental affairs.

But anything that causes thoughtfulness is a boon to the country just now. The war orders have created a sort of craze. While they are on a big scale, they have been exaggerated in some instances, and concerns which would ordinarily be engaged soberly in the humdrum of commonplace production are devoting their energies to that class of work, which will not in every case be profitable if the additional plant that it is necessary to create is taken into account. But the most wholesome effect of the uncertainty is seen in the stock market. After the phenomenal performances of Bethlehem Steel one might expect almost anything in the case of other stocks, and indeed prices 50 per cent. up are predicted in many cases, but the spirit of the speculator is chastened when he thinks of political possibilities. The outcome this week has been comparative quietude in a market which is showing considerable strength.

All this spectacular war business fails to raise the entire business of the country to the normal, although the effect of the orders extends to interests remote from war. The rifle and ammunition works all over the country are turning out products to the full extent of their capacity and more factories are being equipped. Even the United States Government is planning to double the size of its powder plants and greatly increase the capacity for producing other war supplies. The buying has extended to nearly all the accessories of war-making. Some of our factories have orders that will nearly double their net income, the Studebaker company being one of the most fortunate. Also Russia seems to be nearer than heretofore to the placing of its large order for cars. Indeed, it is reported that contracts for 22,000 have been executed. A development that has attracted too little attention is the demand for ships. It is said that the cost of the ships now under construction on the Delaware River alone will be \$75,000,000. The principal difficulty is that the capacity of the yards is not sufficient to meet the demands. Among the orders are ten from foreign countries. As for the domestic contracts there may be some regrets later on, when the requirements of the new seamen's law come into action. The President is asking foreign governments with which we have treaties on the subject to modify those treaties to conform with the new law. For the present the shipping interest is highly profitable, as ocean rates have advanced far out of proportion to the cost of building the vessels, and purchasers, eager to get the ships, have bid the market up on themselves. Something like this condition is likely to exist for a long time, for the destruction of vessels has been great, not to mention the large number belonging to Germany blocked up in neutral ports.

Those who are trying to make their fortunes in the stock market out of the war orders may perhaps look with some envy on the comparatively small number of owners of stocks in companies whose sole business it is to manufacture arms and munitions. The Colt Company of Hartford is said to have received an order for rapid fire guns amounting to \$10,000,000 from the British government, the first delivery to be made in May, 1916, and the latest not later than May, 1918. At Bridgeport, Conn., the Union Metallic Cartridge Company and the Remington Company cannot set up buildings and machinery fast enough to meet their needs. The latter concern has 16,000 men on its pay rolls and wants more. These transactions benefit only the few in the way of advances in stocks. Some of the unlisted issues have gone to extraordinary heights and in spite of realizing the sales the tendency is still upward. The movement of these munitions out of the country has not been great yet, but it will soon make a strong mark on the statistics of the foreign commerce. The vote of the House of Commons of another credit of \$1,250,000,000, making a total of \$4,310,000,000 for war purposes, shows what Great Britain expects as to the future. Also contracts running ahead for three years have their significance. —Economist.

Last year the people of this country used 34,315 short tons of refined barytes, and paid \$447,358 for it. Most of this product was used in the large quantity of white paint required for clean-up purposes. The mines are in the Southern States, but there are barytes veins near El Portal, near Mariposa county, Cal., about which an interesting discovery has been made. At relatively shallow depths these veins turn with witherite or barium carbonate. Heretofore deposits of witherite of commercial size were unknown in the United States, and all the barium carbonate used here was either imported from Germany or made from barytes at considerable expense.

Kent State Bank
 Main Office Fountain St.
 Facing Monroe
 Grand Rapids, Mich.
 Capital - - - - \$500,000
 Surplus and Profits - \$500,000
 Resources Over
8 Million Dollars
3 1/2 Per Cent.
 Paid on Certificates
 Largest State and Savings Bank
 in Western Michigan

Ask for our Coupon Certificates of Deposit
 Assets over \$4,500,000



HOW
THE MICHIGAN TRUST CO.
 SERVES THE PUBLIC—No. 6
 IT ACTS AS

<p><i>Guardian of Minors by appointment of a Will.</i></p> <p><i>Guardian of Minors by appointment of the Probate Court.</i></p> <p><i>Guardian of insane, or mentally incompetent persons, spendthrifts, etc.</i></p>	<p><i>Trustee or Agent.</i></p> <p><i>To care for, invest, or disburse a fund created for the benefit of your wife, child, or for any purpose.</i></p> <p><i>To invest your funds and pay you the income and principal as may be designated or agreed.</i></p>
--	--

Send for blank form of will and booklet on the descent and distribution of property

THE PREFERRED LIFE INSURANCE CO. OF AMERICA OFFERS
 OLD LINE INSURANCE AT LOWEST NET COST
 WHAT ARE YOU WORTH TO YOUR FAMILY?
 LET US PROTECT YOU FOR THAT SUM
 The Preferred Life Insurance Co. of America Grand Rapids, Mich.

IN making your will, YOU determine to whom your property shall go. If you make no will the state determines it.

Would you not prefer to settle the matter yourself?

Consultation Invited.

GRAND RAPIDS TRUST COMPANY

Robert D. Graham President	Hugh E. Wilson Secretary
-------------------------------	-----------------------------



Michigan Retail Hardware Association.
 President—Frank E. Strong, Battle Creek.
 Vice-President—Fred F. Ireland, Belding.
 Secretary—Arthur J. Scott, Marine City.
 Treasurer—William Moore, Detroit.

Systematically Following Up the Newly Weds.

Written for the Tradesman.
 The wedding gift trade is only the beginning of the hardware dealer's possibilities in catering to June—and other—brides and grooms. Every newly married couple means a new household, a new home to be furnished and kept up; and it is important that the new home-builders should be made permanent customers of the hardware store.

The newly weds must buy somewhere. Why not from you?

No matter how generous the gifts with which they have been showered by their friends, the newly married couple when they settle down will find that additional purchases are needed. The kitchen equipment is never enough; this or that article has been overlooked or forgotten. The merchant who fills these immediate demands has a good chance of securing the permanent business which is sure to follow.

Hence the merchant must get after this trade before the newly weds are settled—and if he gets a line on them before the ceremony actually takes place, so much the better.

This is not merely June business, it is all-the-year-round business; and the merchant should make it an integral part of his selling campaign to secure the names and street address of every newly married couple. These addresses should go into his mailing list, whatever else he leaves out. The names can be secured through engagement notices in newspapers—through clergymen—issuers of marriages licenses—and in other ways; although often supplementary enquiries are necessary in order to secure street addresses and further information that may be of value.

With the addresses listed, the merchant is ready to begin his campaign. Incidentally, a card index mailing list will be found exceedingly convenient. Here changes of street address and other information can be entered without disarranging the entire list; removals can be recorded by merely taking out the individual card and new names can be added by merely putting in a new card. The process of listing is primitive in its simplicity; and on the other hand it gives the best results.

Particularly in the early stages, the merchant will require to be tactful in

appealing to this class of trade. One retailer has devised a system of follow-up letters covering an entire year. The initial letter is one of congratulation, mailed so as to reach the "prospects" the day they take up housekeeping; supplementing the congratulations is a brief suggestion that Blank's hardware store is ready to render the best possible service in catering to the new household, and will appreciate their kind patronage. Finally, a telephone message will bring a prompt response. This is an excellent clincher; brides and even bridegrooms are often timid in making purchases personally for the new household.

Accompanying this letter goes a neatly printed booklet containing a list of articles required in the home. This list is divided into departments—such as kitchen utensils, tools, laundry equipment, and so forth. The price or range of prices for each article is also given. Such a list will suggest to any housewife numerous articles that are sure to be needed and that are not included in the household equipment. Naturally, the merchant who makes the first suggestion has first call on the business.

From that time on, the regular circularizing service is furnished the recipients; a circular letter every month dealing with seasonable goods, and often accompanied by a booklet, printed circular or other item of advertising. Incidentally, it is worth while to note in the card index whether the newly wedded couple are homeowners or tenants; in the latter event they are in line eventually for house painting, interior finishes, wall paper and other lines which are handled in the paint department.

Of course, personality is a vital factor in securing business; and the merchant will usually find it worth while to make the personal acquaintance of the head of the new household—and to determine which really is the head. Naturally, in the early days the husband does the buying, and he will be apt to buy from the hardware dealer who has snatched the first opportunity to press his hand in a friendly clasp, to murmur words of congratulation and to extend to him the proffer of the best kind of store service. In a few exceptional instances the bridegroom may feel awkward; but in the overwhelming majority of cases he will appreciate the merchant's display of interest.

It is not every merchant who troubles to display this much interest. The man who does is pretty sure to benefit thereby. And apart entirely from the possible intrinsic benefit, in the

way of increased business, it's eminently worth while to develop in yourself the spirit that takes pleasure in another individual's happiness and success, yes, and that shares his griefs with him. It's the man who is willing to rejoice, encourage or sympathize as the case may be who secures the strongest grip upon the regard of his fellow men. But he ought to be friendly for the mere sake of being friendly. "A word fitly spoken is like apples of gold in pictures of silver."

The end of June, or—perhaps better still—the early days of July, when the last of the June brides are returning from their wedding trips, may advantageously be set apart for a special sale for newly weds.

In such a special sale lies a great opportunity for business getting. The bride may be timid in regard to going to the store alone; but she will go gladly if there is a prospect of seeing other brides. To every bride on the mailing list a special invitation should be sent out—not a cheap circular, but an elaborate invitation card. Invitations can also be sent to other housewives as well, for the latter will be just as much interested, and are just as much prospective customers.

Naturally, during the sale, household goods should be given prominence. In some instances the store is divided into booths or sections, representing the various rooms of a house, furnished with suitable articles of hardware. A scheme of this sort can be carried out to better advantage where a general stock is handled

than is the case with a limited hardware line, but so wide is the range of household articles carried by the hardwareman that he can readily display in separate booths articles suitable for the living room, the sewing room, the dining room, the kitchen and the laundry.

Such a sale is an opportune occasion for demonstration, and—particularly where cooking devices are demonstrated—refreshments can be served. The sale, if staged at all, is worth staging well; it represents a bid for the custom of a good many new households; and it will appeal strongly to the old married couples as well as to the newlyweds.

Often, as a "leader" to induce this class of trade to come to his store, the merchant finds it worth while to add a present of his own, bearing his card and his congratulations, to those sent by friends on the occasion of the marriage ceremony. Or, a small article—for instance, a little account book, or even a calendar—sent to the bride when she commences house-keeping is a tangible evidence of good will and a "starter" in securing her trade. William Edward Park.

Our idea of a wise man is one who is just a trifle less foolish than the majority.

Hot Air Heating Contract

Sealed proposals for heating the Elk Rapids Town Hall with hot air will be accepted by the Township Board up to 12 o'clock noon of July 15, 1915. Plan on bids to be submitted at the clerk's office.

The Board reserves the right to accept any or reject any or all bids.

F. H. MARRIOTT, Township Clerk.

Michigan Hardware Company

Exclusively Wholesale

No Goods Sold at Retail



Grand Rapids



Michigan

Foster, Stevens & Co.

Wholesale Hardware



157-159 Monroe Ave.



151 to 161 Louis N. W.

Grand Rapids, Mich.

BOOST YOUR OWN SALES.**Keep the Reins in Your Own Hands.**

Second Paper.

Written for the Tradesman.

When these sales promoters come along and offer to put you on a winning sale and all for the sum of 8, 6, 5 or 4 per cent. of your gross sales, don't turn them away with a short grunt—they know some things you ought to know. Get them into a long conversation and you will find that when you get through you will know more about your own business than you did before. And right here is a good time to speak of this affair in any and all lines. If you will always make it a practice to give every traveling salesman plenty of time, be courteous with him, and use him like a human being, you will find that you will get more information than you give. You shouldn't, of course, string him along with the expectation of his getting a big order when you have no intention of giving it to him, but you can say: "There is nothing I really need this trip, but if you have the time I would like to have you tell me what you know of the new prices on rubbers" or what's new in heating stoves, in cigars, breakfast foods and a hundred other things you might want to know about. These good fellows are always glad to help any one who will use them decently and they have the advantage of ability through their work to get more information than the fellow who stays in one place.

So when Mr. Sales Booster comes in and you have decided to conduct your own sale, don't call the dog immediately, because he is the man you want to talk with. You will find he will not tell you all he knows, because that is his stock in trade, but by talking with several of these gentlemen you will be able to sift out some good dope along the line you have in mind.

Advertising Must Be Big.

One of the first things to decide is how much you want to spend for advertising. You must use plenty of space, and it must be good, snappy copy, too. I believe that right here is where some must get help to put on a good, successful sale. If you have an advertisement writer, of course, you are all right. If you have none and are reasonably good at the art, you may get along, but if you are one of the fellows who inserts "Too Busy to Write Advertisements" in your space occasionally, I would say there is no hope of your getting up suitable copy for a sale which is to cost very much. Hire some one. That's what you do when you want your store repaired. You get a good carpenter. When you are sick, the chances are you employ a skilled physician. Even when you want advice which you ought to know yourself, you go to your lawyer. When you are spending a bunch of money for advertising and another bunch to get the paper distributed, why not get some one to write you some copy which will turn the trick? The editor of any trade journal will help you to secure a competent man to

write this one particular job for you at a reasonable price or if you will take the matter up with any good house from whom you buy goods, it will be glad to have its advertising man get out your copy for you, conditional, of course, on your putting in the advertisement a good mention of the goods this house has to sell, and which proposition is fair both ways.

Get out plenty of paper and see that you get competent men to put it up. Bill for miles in every direction. Don't be afraid of going into the enemy's camp with your paper. Go after the business with a vim and give 'em a run for their money.

Sell Staples Cheap.

People do not know and cannot appreciate a reduction in goods the brands of which they do not know, but if you will give them a price on articles they know about, they will come for miles and miles to save a penny or two. I am not guessing at this. I know it, because I have seen them do it. When you get them into your store your advertising and your advertising man have accomplished their purpose. Now it is up to your methods of storekeeping and your salesmen to convert the goods into money. Every special bargain offered should be prominently displayed with a price ticket and it should be the policy of the store, instead of seeing how few of any article is to be sold, on which there is little or no margin, to see that these bargains are sold to the greatest possible number of people. This is a rule few merchants follow, but it is the correct

one. Don't advertise safety pins for a cent a dozen and then tell the customer that you are just out. Have plenty of them and call attention to all you can of that particular bargain. If you will do this and keep it up you will find that they will come to you for bargains, and you will be selling them their other goods on which you make a good profit at the same time.

Decorate the Windows.

Keep the windows full of goods advertised and be sure to use plenty of price tickets. Your windows are your best advertising medium and your cheapest, too, and they should be changed frequently and when this big sale is pulled off they should be dressed especially for the sale.

Show a Profit.

The old theory that you must give everything away to make a howling success of a sale has long since been exploded. People won't believe you are making nothing, even if you lose, so why try to teach them something they will not believe. Plenty of publicity, good windows, courteous treatment and well arranged stock will turn the trick, and you will not be obliged to pay anyone 5 per cent. for pulling off the stunt either.

L. A. Packer.

OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS*The Tisch-Hine Co.*

237-239 Pearl St. (near the bridge) Grand Rapids, Mich.

**Warfare on Flies**

(From the Bulletin of the Chicago Department of Health)

The fly season is at hand.

The dirty, dangerous, disease spreading fly has already made its appearance in small numbers, and as the warm weather advances, will soon be with us in countless millions. Because this is true the fight of extermination should be started now. Manure that has been standing in heaps all winter long should be immediately removed and all manure receptacles treated with a sprinkling of borax.

The Only "AX" to Use on the Neck of a Fly—

"BOR-AX" Swat the fly—Yes! That's good—but swat him while he's an egg—that's better. Swat the eggs with 20 Mule Team Borax and prevent them from hatching. One egg hatched in April means millions of flies in September.

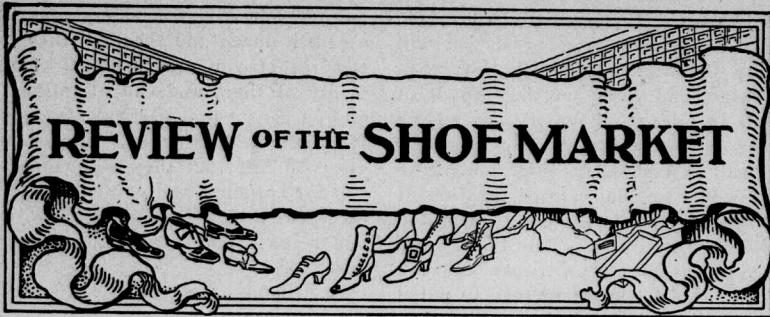
Use 20 Mule Team Borax wherever flies breed—manure pile—garbage can—dooryard—driveway—wherever filth accumulates.

This is only one of the thousands of uses for Borax—others are told in our book describing

**NATURE'S PRODUCT FOR MANKIND'S PROTECTION
20 MULE TEAM BORAX**

Send for this booklet to-day—it's free. While waiting for the book start your 20 Mule Team Borax Fly Swatting Crusade.

PACIFIC COAST BORAX CO., CHICAGO



How I Built Up a Losing Business. Third Paper.

The first month or two I stuck pretty close, opening up at 6:30 or 7 a. m., eating my meals in the store, and closing at from 8 to 9 o'clock in the evening. I made a thorough study of conditions, and attribute much of my success to the mastery of facts in connection with the business gained by staying right on the job and keeping my eyes and ears open.

The few friends I had made were a big source of information to me. Through them I learned that the store had never been successful, a half dozen men having tried and failed. Ruin seemed in order for the man who attempted to do business there. Poker players and booze fighters were the outcome of nearly every attempt so far. Lately the store had been a trading stock; as many as half a dozen different men had owned the store in a single summer, and each had gone the route of the one before.

Two years before the old stock had been traded off and moved out of town. An entire new stock and fixtures had been put in by the general merchandise man mentioned previously. For a while success seemed sure for him, then gradually his business fell off, and he, too, followed in the ways of his predecessors. Mr. Barnes had secured it, and with Mr. Adams in charge, the outlook was for a repetition of these proceedings. The women of the town looked upon the store as hoodooed, and the men as a joke.

My coming was regarded as the beginning of the ruination of another man. The strength of this feeling was evidenced by my landlady, who has often told me how she felt when I asked her for a room, and when telling her what I was going to do she thought, "Well, you won't be here more than two weeks, and if you are it will simply mean your ruin." She felt a genuine pity for me, as she thought how my mother would feel after I had taken to boozing and gambling on account of my failure.

I was anxious to learn all I could of my competitor, and especially his weaknesses. I found him to be an old man, having been in business about twenty-five years, extremely jealous, greedy and without principle in the matter of business. He had been there a long time, sold good merchandise and all the trade belonged to him—according to his notion. The store I was in charge of was a source of evil to him since it was always selling out and spoiling his business. Another thorn was the fact

that the installation of one exclusive line of shoes had robbed him of one of his staple lines on which he had quite a business.

I learned that it was his custom to look at the feet of all who came within his range of vision to see who they were buying shoes of. He also made it a point to get a prospective customer's shoes off, even if he knew he couldn't wait on him for half an hour. Failure to buy would make him angry, and he was sure to insist on their buying. With these facts, and my thorough knowledge of the affairs of the store I was to run, I felt sure of making a showing at least.

My plan of action toward customers would be exactly the opposite of my competitor's. There were a few other things in my favor, too. I was young, had a thorough business training in my line, kept absolutely fresh by studying trade journals and business magazines. I knew the line of shoes I was handling from A to Z, was a fairly good mixer and knew a little about music.

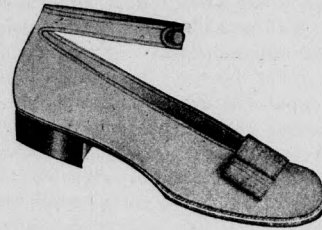
I found the town both clannish and classy, divided into Danes and Germans, the club bunch, and the other of the supposedly lower classes. Of course, my aim was to get into the club if I could, but under no circumstances would I force my way anywhere. They must ask me.

I got their attention right off the bat by getting their president's girl away from him. My violin helped make friends; soon they began to call in to see what kind of goods I kept, and I was prepared for them. I had ordered the house to send me a line of samples of all novelties formed for display. I used these to trim with, and it had to be a pretty hard customer to suit if I couldn't please with something. Of course, I had only two or three numbers in stock, and depended on mail orders to get the business from the balance of these numbers. Made it a point never to look in their old shoes for the size—used my measure stick, and as they were not accustomed to being measured for shoes it made a sensation. Would guarantee the fit on special orders (from stock) and the fact that they did fit when they came lead them to talk a little about the "man who measures your foot."



White Canvas Pumps

In Stock



Warm Weather Sellers

- No. 2725—Women's White Duck Mary Jane Pump \$1.30
- No. 2721—Women's White Duck Mary Jane Pump 1.10
- No. 2728—Women's White Duck Two Strap Pump 1.30
- No. 2772—Women's White Duck Two Strap Pump 1.10



Rindge, Kalmbach, Logie Company

"Makers of Shoes that Wear"

Grand Rapids, Mich.

Light and Serviceable

FAST SELLING BIKE CUT SHOES FOR
SPRING AND SUMMER WEAR



No. 804

Orders
Solicited

In Stock for
Immediate
Shipment

Every pair is strictly up to the high quality standard set for our goods

No. 804—Men's Black Elk Bike, two sole	\$2.00
No. 805—Boys' same, sizes 3-5½	1.75
No. 806—L. G. same, sizes 10-12½	1.25
No. 835—Men's Black Elk Bike, ¼ Double Sole (same as 804 only 2nd quality) excep- tional value	1.85
No. 809—Men's Black Elk Bike, same as 804 only Blucher	2.00
No. 820—Men's Black Elk Bike, same as 809 only has three inch cuff	2.30
No. 856—Men's No. 1 Tan two sole (Elk) Bike	2.30
No. 857—Men's No. 2 Tan two sole (Elk) Bike	2.10
No. 800—Men's Brown, two Hemlock soles, Bike	2.10

HEROLD-BERTSCH SHOE CO.

Mrs. Serviceable Footwear

GRAND RAPIDS, MICH.

The line of samples helped me to feel my way along for fall buying, but in no way made me sure. I resolved to pursue a "watchful waiting" policy, and buy light for fall, get several good numbers in just a run of sizes, with the understanding I could return, within a reasonable length of time, the ones that would not sell; then fill in strong on my good ones from stock, and follow up with a good advertising campaign.

Another trouble was easily adjusted in the matter of getting business from the Dane and German element. Being a Dane myself I soon got on my feet with the Danes, and the hiring of a German high school boy not only helped bring and hold the German trade, but helped to make our store the trading place for the high school bunch.

My attention was now turned toward prominent men, and especially politicians. In the case of the latter I was in luck, since election was near at hand (two or three months away) and a son-in-law of my landlady was running for treasurer.

By this time my landlady's fears had begun to subside and she was boosting for me for all she was worth. The result was that her son-in-law's family were soon among my best customers. Their friends followed including the county officials. With everyone I was careful to pick a shoe that was built for their kind of wear, and in case of complaints, was lenient, but not too much so. In some cases I gave new shoes without a whimper, and in others I repaired the shoes, or made an allowance on a new pair, being sure to make them fully satisfied before leaving, if possible.

Things began to look decidedly better, with the club bunch started, the high school trade as good as established, the county officials plugging, and the Danish and German element provided for I felt my lines were well set.—O. E. Nelson in Shoe Retailer.

Mr. Nelson's fourth, and concluding article will tell how he took care of the trade he had established, and a general discussion of the system he used to keep track of the business, including a description of his automatic business barometer.

Ira Vaughn Describes Conditions in Germany.

German shoe factories have ceased working overtime on army shoes, indicating apparently that the military authorities have enough to cover at least their immediate requirements, according to Ira Vaughn of the glazed kid firm of Dungan, Hood & Co., Philadelphia, who returned to this country, Friday, May 28 on the "Rotterdam."

His firm maintains a distributing house at Frankfort, Germany, and since July 10, 1914, Mr. Vaughn has been in Germany, making occasional visits to Italy and Switzerland.

"The condition of the shoe and leather industries in Germany," said Mr. Vaughn, "is just about what might be expected in a country hemmed in on every side, and forced to

depend almost entirely upon its own resources.

"When the war started, every kind of heavy leather suitable for military purposes was in urgent demand, especially sole leather. Vast quantities were used for army shoes, and every available shoe factory in Germany worked night and day, as was also the case in each of the other warring nations. Recently, however, the factories stopped working overtime, and I was informed, by a German friend who is in a position to know, that it looked as though the Imperial government was not pressed for shoes any more than they were for ammunition.

"The manufacture of civilian shoes, has, of course, been curtailed, due both to the scarcity and high price of sole leather, and also to the economies in purchasing being practiced by every civilian. The average price of shoes has increased about \$1.50 per pair, but the women's factories, and men's too for that matter, are turning out a steady and sizeable production every day. Shoes, in fact, are one of the very few necessities to increase materially in price. Food on the other hand, I found plentiful, and moderately priced, and I am convinced that in the matter of food alone Germany will be self sustaining for a long time.

"Of course, the big upper leather tanneries are not working up to normal, but they are all tanning every skin they receive. Hides and skins have found their way into Germany to augment the domestic supply, and there was never any danger of a shortage of chemicals. While there are not as many young men as there were among the workers in the industrial plants, there are still plenty of able-bodied workmen to keep them running efficiently."

As for general conditions in Germany Mr. Vaughn said: "Everything is so peaceful, so orderly that sometimes it is hard to realize that the country is at war. The fields are green with grain, there seems to be an abundance of every necessity, and the confidence of the German people in their Kaiser and in the final triumph of his army is supreme.

"I visited the great detention camp at Darmstadt, where thousands of prisoners are held. That camp is as sanitary, as comfortable, as good in every respect as any National Guard camp I've visited in this country."

Mr. Vaughn was asked what the German people had thought of the torpedoing of the Lusitania. He said: "They had no feeling of exultation. They regarded the torpedoing as a matter of grim necessity. They firmly believe that the ship was armed with cannon and carried munitions of war for the Allies. Throughout my more than ten months' stay in Germany, I was very kindly and courteously treated."

When war was declared, Mr. Vaughn was appointed United States Deputy Consul General at Frankfort by Consul General Heaton W. Harris, and was enabled to assist many Americans to return to the United States.

\$ervice that \$atisfie\$

It is Service that is expected and bargained for when a man buys work shoes



He gets it in *Rouge Rex* shoes—a dollar's worth of satisfactory service for every dollar of cost.

The satisfied customer does not send his money to the distant mail order house. Rouge Rex quality holds his good will, and his patronage.

Rouge Rex bike pattern work shoes—all leather, made in regular heights and eight inch tops, full bellows tongue—meet the demand for service. Send for complete, descriptive catalogue



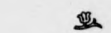
HIRTH-KRAUSE COMPANY

Hide to Shoe
Tanners and Shoe Manufacturers
Grand Rapids, Mich.



Keep in Touch with Michigan's Largest

Tennis and Rubber Shoe House



Largest Stock and All Late Styles of

Hood Tennis Pump—Mary Janes and Heel Tennis



The Michigan People

THE MEAT MARKET

Talks by the Butcher Philosopher.

It makes no difference whether a man has a small shop or a large shop. he can still use the proper methods in running his business. Too many butchers think that because they have a small single-window market, tucked away in an inconspicuous place in their neighborhood, that any way of doing business will suit them and their trade all right. How does that class of butchers ever expect to have a larger market, I would like to know, unless they run the small market that they have in a proper fashion?

I was talking to a butcher of this kind the other day. He was complaining about business to me and saying that he might as well be behind the block for all the good that he was doing himself in this shop. I suggested that he go in a little stronger for making his market look attractive, pay a little more attention to his windows, and generally use a little salesmanship in dealing with his trade and that he would soon find that things would pick up for the better.

"Huh," said he in reply, "that line of talk is all right for the big fellow, but what can I do here in a market that is scarcely big enough for me to swing a cat around? If I had a decent sized market up on the avenue, I'd do all that, but away down here—why, it wouldn't be worth the time and trouble that I would spend upon it."

"Do you know Schmidt, two or three blocks up?" I asked.

He admitted that he did.

"Well," said I, "I knew Schmidt ten years ago when he had a market over on the East Side that wasn't any bigger than the one that you have here. He was running along in the same old rut that you are. Every time something new cropped up, Schmidt would look at it, say that it was all right for the big fellow, but no good for the little fellow like he was."

"For some reason or other something jarred him out of that frame of mind one fine day and he decided that he was going to take a chance on some of these new-fangled ways of doing business. His first trial of them was in handling his holiday poultry trade. He made a decent window display, spent a few dollars putting out some attractive circulars and generally fixed up his market so it looked like the real stuff. He made more money that year on holiday poultry than he had ever made on it since he had been in business.

"That certainly woke him up. He began to figure his costs, he sudden-

ly stopped trimming his meat the way the customer wanted him to, decided that thereafter he would trim it the way he thought was proper. To his surprise he discovered that his customers were not so strongly bound to trimming before the meat goes on the scales after all. He kept a fine display in that one window of his all the time, never allowing it to be empty, and new customers, who had formerly passed his market without giving it a second glance, began to come in and give him a trial. In fact, one woman said that she had never noticed that there was a market on that block before, but instead had gone two or three blocks further on to make her purchases.

"Schmidt turned that market from an ordinary wage proposition into a mighty profitable proposition in less than two years, and three years later opened his present market, which is three or four times as big as his old stand. And since he has been in his new place, he has used the same methods and there never has been a year that he has not made money. So you see that up-to-date and modern methods can do as much for the little butcher as they can for the larger one. —Butchers' Advocate.

Judging Age of Poultry.

Squabs: In young squabs the breast appears white. Very soon it changes to a bluish red, until it finally becomes blue-red. In very young birds the entire breast bone is flexible; in young ones, only the posterior ends, while in other pigeons it cannot be flexed at all. A young pigeon possesses long yellowish down and the feathers appear stemmed—that is, the shaft on some at the lower end does not contain a feather. An older, full-fledged pigeon has red feet and no down.

Domestic Fowl: In very young domestic fowl the back portion of the breast bone can easily be bent outward; in young fowl it breaks easily, and in old fowl only when considerable force is applied. The breast bone bends sideways easily in young birds; in old ones it remains very stable. Old cocks have long spurs, while in the young they are correspondingly shorter. Occasionally spurs will be met with in hens. Older hens have hard spurs and scales on their legs; the lower half of the bill cannot be bent at all with the fingers as is the case with young hens.

Guinea Hens: In young guinea hens the feather flag of the outside quill feather is pointed; in the old birds it is more or less rounded.

Turkeys: In turkeys age is deter-

mined by the spurs, and also by the appearance of the first quill feather. This is also decisive in turkey hens, in which the rectum of the old birds is also surrounded by a red ring.

Ducks and Geese: In a young domestic goose or a domestic duck the tracht at the entrance of the thorax can easily be dented; in the old it resists pressure. If a goose still possesses the yellow down it is not at the most more than ten weeks old.

Breaking of Skin on Boiling Hams.

This is probably due to a fault in the handling of your product. In cases where the skin breaks the hams will usually be found to have been cured first and then boned and tied. A better ham is made the other way. Bone them first while green, tie and then cure. In the latter way the hams are selected for the average and appearance from the "cutting," a rough and dirty skin being rejected. By the other method the hams are taken out of the pickle, and we do not think any selection is made for quality; so when a rough, hard and dirty skin is found it is often shriveled up or broken in the cooking. A skin that will come out perfect from the cooking is one that is smooth, clean and pliable before boiling. All ham skins uncooked are pliable, but not to a great degree.

It Made O'Toole Wrathful.

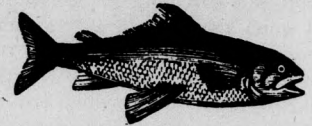
"How did the fight start, Maginnis?"

"O'Flaherty asked O'Toole to have a glass o' orange phosphate."

G. B. READER

Successor to MAAS BROS.

Wholesale Fish Dealer



SEA FOODS AND LAKE FISH
OF ALL KINDS

Citizens Phone 2124 Bell Phone M. 1378
1052 Ottawa Ave., N. W. Grand Rapids, Mich.

Make Out Your Bills

THE EASIEST WAY

Save Time and Errors.
Send for Samples and Circular—Free.

Barlow Bros., Grand Rapids, Mich.

AS SURE AS THE
SUN RISES

Voigt's
CRESCENT
FLOUR

Makes Best Bread
and Pastry

Cudahy Brothers Company's Sausage

A fat pig gave a shrill little squeal.
"I'm going to make sausage for somebody's meal;
Someone will eat me, but that is all right,
I'll be Cudahy's Sausage just stuffed with delight."

For Sale by all LEADING GROCERS

MEAT RESIDUE FEEDS

for hogs, cattle and poultry at the FEED STORE

Hollywood Brand

Sliced DRIED BEEF & BACON in Glass Jars

At Meat Markets and Grocers

CUDAHY BROTHERS CO.

Cudahy, Wis.

The Brand That Is a Guaranty Of Purity and Excellence



[This label appears on our pails]

See Quotations in Grocery Price Current

For Sale by All Wholesale Grocers

Sell Your Hot Weather Furniture Now.

Written for the Tradesman.

Now is the time to push your hot weather furniture for all it is worth.

Turn on the light of good publicity, and make the people of your community understand how delightful and desirable all that summer furniture is.

Willow, reed, fiber and other specifically summer pieces in the furniture line will not move when the long, hot days of mid-summer begin to yield to the shorter, cooler weather of fall.

Therefore, it's either now, pretty soon or not until another summer, for a lot of this stuff; and it's a cinch you don't want to carry it over if there's any chance of parting company with it at a profit at this time.

And you have all sorts of good selling ideas and suggestions that ought to do the work for you, if only you'll take the time and pains to work them up into available newspaper advertisements.

For instance, why not play up the idea of the growing popularity of summer furniture for the porch, the lawn and the bungalow? Show what a sensible, common-sense idea it is to change, as far as possible, from the heavier, hotter forms of furniture to pieces that are lighter, cooler and more comfortable.

Sensible people nowadays do not swelter long and much in their heavy, winter clothes when the heat waves begin to dance and the mercury soars in the tube. What do we find them doing? Donning sensible, summer clothes, to be sure. Well, why don't people act as sensibly in respect to the furnishing of their homes? And the answer is, many of them are beginning to do so.

Consequently we find that distinctly summer furniture is, in many homes that are not bungalows, displacing heavy winter furniture. And the whole aspect of the house is thereby changed.

Practical idea? Decidedly so. The change is refreshing and restful to the eye long accustomed to winter draperies, furnishings and conventional forms; and what is more to the point the transition from the one type of furniture to another is a source of substantial summer comfort.

Don't get the notion that I would

advise the furniture dealer to talk as if he expected people to completely re-furnish the house. No. People, of course, couldn't and wouldn't—do that. But they can replace heavy hangings with lighter, cooler ones. They can perhaps go so far as to put down a Crex rug or two; introduce a reed or willow table, and a few comfortable summer rockers. Just a few substitutions in the matter of furniture forms and some modifications in the hangings and draperies will oftentimes make a big difference in the general appearance and atmosphere of an apartment.

And what you want to produce—or should want to produce—in at least one room of your house, is this impression of summer comfort. In the last analysis, comfort is largely a matter of temperamental adjustment; and temperamental adjustment is largely determined by appearances and effects. The room that looks cool and comfortable makes one feel so, although the difference in the actual temperature of such a room and another apartment of a seemingly hot and stuffy nature, may not be in reality very appreciable.

Therefore people who would actually secure for themselves and their company this impression of summer comfort, must provide the physical basis or conditions thereof. And this is primarily a question of furnishing and decorating the apartment.

And what is so solacing as to sit on the porch or piazza in a well balanced reed or willow rocker, as the shadows lengthen? Who does not appreciate the comfort of a willow chair, or find eye-delight in the eternal fitness of willow magazine stand or table? Pleasant and cool to sit in, is the summer chair, and light in weight and easily moved about at pleasure. You have them, doubtless, in an assortment of the various styles from the simple arm chair to the big, beautiful roomy rockers.

And what a world of advertising possibilities are yours in the matter of playing up the health-benefits to be derived from living much with this summer furniture in the great out-of-doors. Mercy, how some people do stick to their hot, stuffy apartments, when Mother Nature is taxing her every resource trying to coax them out! Clear, cloudless skies; soft, cool shadows; the smell of

growing things and the sweet, appealing notes of the songbirds; the fragrance of flowers, and the charm and mystery of the star-lit dome at night! People miss so much real summer enjoyment shutting themselves up in charm-proof apartments when the great out-of-doors is fairly athrob with pleasure-provoking sights and sounds.

Take your willow chair and get out and enjoy the balcony air of early summer! You can remind them that Mother Nature will supply the air abundantly and without price; and that you will guarantee to furnish the rest—i. e. the summer furniture—and at a very nominal price. Nearly everybody likes a hammock—especially if it's strong and well made, and one of the sort that can be guaranteed not to spill its occupant suddenly. Play up your hammocks. And so your Crex rugs, hassocks, and swings, settees, rockers, and what not. Whatever you have in the way of summer furniture for the porch, the lawn, the summer cottage, or the "cool room" of the city home—now is the time to bear down on it.

Let the people know how attractive it is in looks; and how cool and serviceable and inexpensive; and be sure to impress it upon them that this summer furniture is designed and built especially to provide the maximum of summer comfort for the minimum of expense.

Charles L. Phillips.

One way to sidetrack bad luck is to be prepared for it.

SAFETY



FIRST

Take a drive around the city and you will find many roofs in need of repair. If you are the occupant of the building having that kind of a roof your furniture and draperies may be ruined.

Call in your roof man and have him put on a new Reynolds Guaranteed Shingle Roof. It will not leak nor otherwise give you trouble.

Reynolds shingles are water-proof, storm-proof, fire-resisting and they make the most beautiful and durable roof obtainable. We always say Reynolds shingles cost little to buy, little to lay and nothing to maintain.

Write for free booklet.

For sale by all Lumber and Building Supply Dealers.

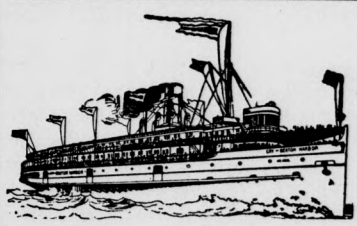
H. M. Reynolds Asphalt Shingle Co.
"Originator of the Asphalt Shingle"
Grand Rapids, Mich.



Now It's Time
to suggest
Mapleine

delicious flavor for ices,
punches, summer
desserts.

Order from
Louis Hilfer Co.
1503 State Bldg.
130 No. 5th Ave., Chicago, Ill.
CRESCENT MFG. CO.
Seattle, Wash.

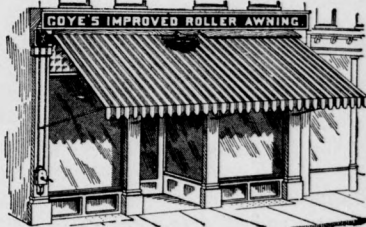


CHICAGO BOATS

Graham & Morton Line

Every Night

AWNINGS



GOY'S IMPROVED ROLLER AWNING

Our specialty is **AWNINGS FOR STORES AND RESIDENCES**. We make common pull-up, chain and cog-gear roller awnings.
Tents, Horse and Wagon Covers, Hammock Couches. Catalogue on application.
CHAS. A. COYE, INC.
Campau Ave. and Louis St. Grand Rapids, Mich.

FOOTE & JENKS'

KILLARNEY brand GINGER ALE

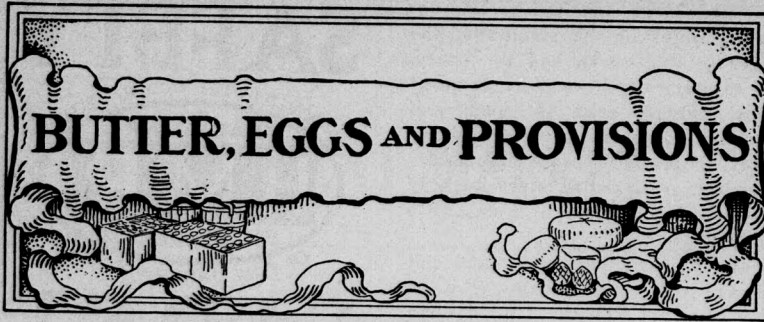
(BRAND REGISTERED)

An Agreeable Beverage of the Correct Belfast Type. Supplied to Dealers, Hotels, Clubs and Families in Bottles Having Registered Trade-Mark Crowns

KILLARNEY brand GINGER ALE

A Partial List of Authorized Bottlers:

A. L. Joyce & Son, Grand Rapids and Traverse City, Mich.	Kalamazoo Bottling Co., Kalamazoo, Mich.
Geo. W. Lombard, Jackson, Mich.	Coca-Cola Bottling Co., Battle Creek, Mich.
The City Bottling Works, Toledo, Ohio	Chicago Consolidated Bottling Co., Chicago, Ill.
E. L. Husting & Co., Milwaukee, Wis.	



Michigan Poultry, Butter and Egg Association.

President—H. L. Williams, Howell.
Vice-President—J. W. Lyons, Jackson.
Secretary and Treasurer—D. A. Bentley, Saginaw.
Executive Committee—F. A. Johnson, Detroit; Frank P. Van Buren, Williams-ton; C. J. Chandler, Detroit.

Too Large a Percentage of Water.

The inspectors of the Internal Revenue Department have shown a good deal of activity of late in their search for shipments of butter coming to this market that show too large a percentage of water. Many of the stores have been visited by the inspectors, samples taken, shipments held up until proper analyses could be made, and sometimes where the test has been pretty close to the line the goods have not been allowed to be sold until after a sample was sent to Washington, and a report of the moisture content returned to the New York office.

If the samples taken are reported on promptly no serious complaint can be made, because the Government is constantly finding shipments of butter that show too high a percentage of water, and there is a determination to prevent violations of the law if the guilty ones can be detected. But in the carrying out of these investigations the officials should be careful not to disturb the legitimate trade any more than is absolutely necessary. When samples are taken they should be reported on within twenty-four hours unless the test shows decided excess of moisture when it is necessary to send the samples and all data connected therewith, to Washington, where the cases are prepared for prosecution. There have been instances where samples were taken from creameries that go into regular distributive channels, and the goods were tied up for several days, much to the discomfort of the buyers who were depending on the butter for their trade.

Perhaps the delays incident to sending samples to Washington cannot be avoided, but work on these should be pushed as speedily as possible. A change in the market value while the goods are being held up might cause quite serious loss to someone. Last week I learned of a case where samples were taken and the preliminary test by the local office of the Internal Revenue Department showed 18 per cent. water. Samples were immediately sent to Washington and several days have passed without getting a report. In the meantime Prof. J. F. Geisler, official chemist of the Mercantile Exchange, and for many years connected with the New York State Agricultural Department, took

samples from the same tubs and his report was 14.94 per cent. moisture. Naturally the receiver feels that the butter is all right, but the Government test after all goes, and the fuller report from Washington is awaited anxiously.

There is one thing in connection with the taking of these samples that demands a very strong protest and that is the unnecessary mutilation of the butter. On Monday I was shown a lot of tubs from which the inspectors had taken between a quarter and a half pound of butter from each tub. A small trowel has been used and a V-shaped piece cut out of two sides of the butter. The mutilation was so conspicuous that some buyers would have rejected the lot in consequence. Besides this the amount of butter removed from the tubs was quite enough to affect the test on the weight of the shipment. Who is to pay for this loss in weight? I have never heard of the Government doing it. In the judgment of men who are familiar with the business the sample should be taken from a plug drawn with a regular butter trier.

In calling attention to the effort that the Government is making to stop the overloading of the butter with water, I wish to say that the loss falls invariably upon the creameries. The receivers are obliged to give the names of the creameries, and they have to bear the burden of the 10c a pound tax, and the license fee as manufacturers of adulterated butter, with such other penalties as the law provides. There has been abundant evidence the past winter that many of the creameries are playing just as close to the danger line as possible. Buttermakers have written to me that in order to get the overrun that the creameries are looking for it is necessary to work for 15¼ to 15¾ per cent. moisture. Jupiter! Within ¼ to ¾ per cent. of the dead line with a penalty of over \$6 a tub in sight! It's too risky; it doesn't pay to take the chances.—New York Produce Review.

Selling Paper at Ham Prices.

Swift & Co. and Armour & Co. are to be proceeded against at Yonkers, N. Y., under the new Brooks Net Container Law, upon charges of selling hams and bacons wrapped in paper without marking on the container the weight of the paper used in the wrapping, thus forcing the butchers and their customers to pay ham and bacon prices for paper.

Fresh young men delight to get pickled.

To Grade Oregon Eggs.

Steps were taken in Portland, Ore., recently, designed to make Portland an egg market of the first class. The city is the center of a great area of egg production, yet for years the local egg business has been handled in a way that has given satisfaction neither to dealers, producers nor consumers. The fault has been chiefly the lack of a proper system of grading.

Representatives of the leading firms that handle eggs met at the Commercial Club at noon a few days ago, to consider the subject, and C. M. Dilley was chosen chairman of the meeting. It was the unanimous opinion that eggs should be graded and bought according to quality, and that an organization should be formed to carry on the work, and, if need be, to educate farmers and country merchants to the advantages of producing and marketing eggs of quality.

No Price Advance on Lipton's Tea.

Thomas J. Lipton, New York, announces that even though tea prices in this country have been quite generally advanced, Lipton's have decided not to make any advance in the price of Lipton's tea to the jobber, retailer or consumer. They state that it is their intention to maintain before-the-war prices as long as possible. According to this firm, the grocer who handles the full line of Lipton's tea is in a position to meet the tea taste and price requirements of practically all of his customers. They pack ten different blends.

Invading the Grocery Field.

A Milwaukee grocery corporation, said to be the first to deal exclusively in 5 and 10 cent goods, plans to establish a chain of 5 and 10 cent stores. The features of the business are cash, no deliveries, no perishable goods and all articles put up in sacks, boxes, cartons or cans.

What men have done in politics the women think they can do—and still keep on the outside of jail.

POTATO BAGS

New and second-hand, also bean bags, flour bags, etc. Quick shipments our pride.

ROY BAKER

Wm. Alden Smith Bldg. Grand Rapids, Mich.

HART BRAND CANNED GOODS

Packed by

W. R. Roach & Co., Hart, Mich.

Michigan People Want Michigan Products

Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States.

Manufactured by Wells & Richardson Co. Burlington, Vt.

Satisfy and Multiply

Flour Trade with

"Purity Patent" Flour

Grand Rapids Grain & Milling Co. Grand Rapids, Mich.

Rea & Witzig

PRODUCE
COMMISSION
MERCHANTS

104-106 West Market St.
Buffalo, N. Y.

Established 1873

Live Poultry in excellent demand at market prices. Can handle large shipments to advantage. Fresh Eggs in good demand at market prices.

Fancy creamery butter and good dairy selling at full quotations. Common plenty and dull.

Send for our weekly price current or wire for special quotations.

Refer you to the People's Bank of Buffalo, all Commercial Agencies and to hundreds of shippers everywhere.

Mail us sample any Beans you may wish to sell.

Send us your orders FIELD SEEDS AND SEED BEANS

Both Phones 1217 MOSELEY BROTHERS Grand Rapids, Mich.

The Vinkemulder Company

Jobbers and Shippers of
Everything in

Fruits and Produce

Grand Rapids, Mich.

Objections to Taking Eggs in Trade.

While the practice of receiving eggs from farmers in exchange for groceries is perhaps not largely followed in Colorado, yet no doubt much of this is being done in our farming districts. We believe that it is the custom usually for grocers to allow for these eggs the full retail price. We have been asked on several occasions, our opinion as to whether or not the retailer is entitled to take in trade eggs at the jobbing price and our answer has been that we cannot see why he should be obliged to pay more for the eggs to the farmer than he would do for the same class of eggs to the jobber.

True enough, the farmer is his customer and he considers it largely as a matter of accommodation and, perhaps, as appreciation of the fact that the farmer deals with him, buying other merchandise; yet the fact remains that he depends upon his profit upon eggs, the same as upon his profit on other merchandise, to pay for the cost of doing business and to allow him a reasonable net profit. Should the farmer or other producer bring to the retail merchant their other merchandise and demand the retailer to secure a larger profit on other goods to make up for the loss brought about through paying retail prices for a portion of his stock. Yet the farmer feels that he is entitled to full retail price because he can get that price if he sells direct to the consumer.

It is a question of delicacy and one that cannot be applied alike in all cases. There are several qualifying considerations that enter into such transactions, but we cannot help believing that, on general principles a retailer should not pay more for merchandise secured from one source than he will have to pay for the same merchandise secured from any other source.

We have known of several cases in which the retailer has allowed for such eggs in trade only the wholesale price and this worked out satisfactorily. We believe that if this question is thoroughly discussed with any reasonable producer, he will soon be made to understand that he is entitled to only the wholesale price when delivering his eggs to the retailer, thus saving himself the trouble of disposing of the eggs at retail, which additional service would cost him at least as much as the retailer's profit, considering the time necessary in such individual sales, as well as loss by poor credits, breakage, etc. However, as we above stated, the question is a delicate one and we believe must be worked out in each individual case according to circumstances.

The above is from the Trade Index of Denver, Colorado. The practice referred to, that of grocers receiving eggs from farmers in exchange for goods, has always been and still is quite a general practice in New England, that is, in the country of course, in the rural districts where the village grocery and the cross roads store take not only eggs but butter made on the farm, and cheese, stockings,

mitten and yarn, also home products, in exchange for groceries. Not only this, but the boys of the farm exchange their peltries, the result of their trapping for native fur animals for such articles as they crave, fishing tackle, ammunition, traps and so on.

We have always been somewhat skeptical concerning the eggs and the butter taken by the country stores and this skepticism has been pretty well justified by the experiences of receivers in the city. The commission houses in the city say that many of the country dealers who receive eggs and butter in exchange for goods receive the eggs and the butter from a great variety of sources; that is, from many different farms and dairies. Also, these receipts are taken at many different times and from widely distributed sources of production. Before the eggs reach the store they may have been gathered from one day to two weeks, the result being that there is a great mixture of eggs, which, when graded by the city commission houses, will be separated into a number of widely varying qualities. The grocer may mix practically newly laid eggs with eggs that have been laid one or two weeks and these in turn may remain in his store for a week or two longer while he is receiving all the time, until he has a sufficient quantity to ship to the city, with the result that the shipment is apt to be a pretty conglomerated lot.

Butter made on the farm varies very widely because on one farm it will be too salty and on another too fresh. On one farm the maker will be careless in working out the water in the buttermilk, while this may be thoroughly done on another. It may be handled and packed and shipped under varying conditions, resulting in the butter varying widely in quality. This butter when graded will show about the same results, that is, about the same variation as the eggs, and we are informed that in many cases a shipment of butter from a country dealer, who has collected it from the farms, is only fit to be made into renovated butter.

We think there is great chance that a grocer, unless he watches the market very closely, and even then unless he is very careful, will stand a chance of paying more for eggs or for butter than he will obtain for them when he sells. Of course, it is more or less a gamble and cannot be otherwise. If he pays the market price today he may be obliged a week or ten days hence to sell for less than he paid. The practice is such a speculative one that it is difficult, it seems, to us, to arrive at any definite conclusion. The only safe practice for the retailer to adopt, we think, is to pay no more than the wholesale price, and the lowest wholesale price at that.—New England Grocer.

Michigan's Potato Averages.

In 1914 the average yield of potatoes per acre was 121 bushels. The ten year average is only ninety-five bushels per acre. The annual production for the State, based on an average of the past five years, amounts to 35,273,000 bushels. The average

price of potatoes in Michigan, according to the Government potato report, has averaged 43 cents per bushel during the past five years. We do not see why the grower should not base his potato acreage on the average price and not on the unfortunate

circumstances which brought about low potato prices during the past year. There is only one way to win in the potato business and that is to stick through all kinds of markets and depend on the average for the profit.

Are You a Crank on Purity and Cleanliness?

If you are—and we hope everybody is when food products are under consideration—then we want to talk to you about

The Improved New Perfection Flour

Bolted 112 times through silk cloths of gradually increasing fineness, in a spotlessly clean mill where coal dust and steam engines are unknown, the electrically manufactured product, untouched by human hands is fit for consumption by the most exacting pure food or clean food enthusiast.

The bread is the best proof.

It will please your trade.

Send for sample shipment.

WATSON-HIGGINS MILLING CO.
Grand Rapids



"White House" Coffee

is not for those who will drink anything called coffee, but for discriminating people who care—people who want a pure coffee with a rich, rare flavor that is satisfying, and at only an economical cost per cup.

If you'll only sift 'em out, you'll find you have a "raft" of customers of the "White House" kind. Put it up to them.

Distributed at Wholesale by
Judson Grocer Co., Grand Rapids, Mich.



Grand Council of Michigan U. C. T.
 Grand Counselor—Walter S. Lawton, Grand Rapids.
 Grand Junior Counselor—Fred J. Moutier, Detroit.
 Grand Past Counselor—Mark S. Brown, Saginaw.
 Grand Secretary—Maurice Heuman, Jackson.
 Grand Treasurer—Wm. J. Devereaux, Port Huron.
 Grand Conductor—John A. Hach, Jr., Coldwater.
 Grand Page—W. T. Ballamy, Bay City.
 Grand Sentinel—C. C. Starkweather, Detroit.
 Grand Chaplain—A. W. Stevenson, Muskegon.
 Grand Executive Committee—E. A. Dibble, Hillsdale; Angus G. McEachron, Detroit; James E. Burtless, Marquette; L. N. Thompkins, Jackson.
 Next Grand Council Meeting—Traverse City, June 2 and 3, 1916.

Michigan Division T. P. A.
 President—Fred H. Locke.
 First Vice-President—C. M. Emerson.
 Second Vice-President—H. C. Cornellus.
 Secretary and Treasurer—Clyde E. Brown.
 Board of Directors—Chas. E. York, J. W. Putnam, A. E. Allport, D. G. McLaren, W. E. Crowell, Walter H. Brooks, W. A. Hatcher.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

Battle Creek is laying half a mile of new water mains and is getting all its water now from Verona station.

Hancock will improve its fire alarm system with a storage battery outfit costing \$550.

The little village of Ahmeek has voted a bond issue of \$17,500 for a water system.

Ann Arbor will purchase two pieces of motor driven apparatus for its fire department, an engine and a combination truck.

Woodland, in Barry county, will invest in fire fighting apparatus.

The underwriters are offering Grand Haven a reduction in rating from fourth to three and a half if the city will add a motor truck and make some minor improvements.

Ann Arbor is making a beginning in vacant lot cultivation under direction of the Civic Association.

The student employment committee of the Muskegon high and Hackley manual training school has assisted 120 students to find work outside of school hours in the past ten months and their total earnings in this time exceeds \$7,500.

Lansing has seventy-four electric trains in and out each day over the roads to St. Johns and Jackson.

Cadillac will turn on its new electric light about July 1 and with juice from the Stronach dam the city expects cheaper light, cheaper power, new industries and added prosperity.

The Mason County Business Men's Association has been formed at Ludington, with W. C. Conrad of that city as President. Later it is planned to incorporate the word "Farmers" in the title, the purpose being

to bring business men and farmers into closer touch.

Figures gathered from garages and agencies in Holland and Zeeland show that about \$200,000 will be spent this season for machines by the people of that vicinity.

The familiar burdock has been having a sorry time of it in Corunna. One of the clubs there raised a fund of \$25 for a campaign of extermination, paying a bonus of 25c per hundred for the roots and the fund was quickly exhausted, with many cartloads of roots left over.

Belding is fixing up vacant lots where farmers may hitch their teams.

Benton Harbor will pave sections of eight streets with brick on concrete.

More than 250 men are employed at Allegan's new automobile factory and it is expected the number will be increased to 600. A second factory building is planned.

Ann Arbor will have the "movies" on Sundays as well as week days, according to a recent action of the city council.

Battle Creek has appropriated \$300 for municipal band concerts this summer.

Flint has passed to third reading an ordinance requiring an indemnity bond of \$5,000, license fee of \$25 for five passenger machines with \$5 for each additional passenger, with other regulations for jitney buses.

Sturgis is one of the busiest cities of its size in Michigan, on account of its manufacturing industries. New buildings are being erected to enable the Kirsch Manufacturing Co. and the National Carbon Coated Paper Co. to double their capacities.

Ithaca now has gas and the switch board for the new village electrical plant is being installed so that power currents can be turned on by July 1.

Nashville business men will hold a dinner meeting Monday evening June 21.

Farmers are now eligible to membership on the board of directors of the Ludington Board of Trade.

St. Joseph has voted to organize a chamber of commerce with a paid secretary.

The Eaton Rapids Commercial Club continues its weekly lunch meetings with thirty to forty men present each Tuesday noon.

Reed City has voted a bond issue of \$10,000 for building a septic tank and 2,578 feet of trunk sewer.

The indemnity bond required in the jitney traffic at Benton Harbor is \$10,000 and the annual license fee is \$20. St. Joseph will adopt similar regulations. Almond Griffen.

Strong Condemnation of the Cummins Amendment.

The way to discredit a bad law is to enforce it.

And the way to discredit a good law is to enforce it in an unreasonable and oppressive way.

The railroads chafe and seek to discredit any law which regulates their operation.

They hate the amendment to the Interstate Commerce Commission law introduced by Senator Cummins and which has just become operative. By the use of this amendment the railroads are compelling the traveling public to make out certificates of the values in baggage checked. It is admitted that Congress, in passing the law, never intended such a nuisance as the railroads are making of this law to travelers.

Is this nuisance in the law? Or have the railroads made of the law a nuisance in order that regulation itself may become offensive to the people?

This is a phase of the matter which we may well take into consideration.

There are some indications that the traveling public suffers vexations because the railroads are wreaking their spite on the people by an unreasonable and illegal construction of the law.

For instance, baggagemen have been instructed that they must not carry a casket in the baggage car under the old and established checking system unless a value is placed upon its contents by the person in charge of it.

This is not reason. It is spite. It is making the people suffer inconvenience and indignity because they have presumed to think that they ought to have something to say about their transportation system.

And interpretation of the law made by the railroads and now being enforced says: "The passenger must give the correct value of his property and a failure to do so is a misdemeanor. For instance, if a passenger gives the value of the contents to his trunk as \$100 and the trunk goes astray and is later recovered and found to contain articles worth \$200, the passenger has violated the law and may be sent to jail. In case a trunk's contents are worth \$600 the passenger will say so and his check will be issued to him when he has paid 10 cents for each additional \$100, which in this case would be 50 cents."

Apart from the useless inconvenience with which the private traveler is burdened by this interpretation a severe hardship is imposed upon the commercial traveler, whose trunks are filled with costly samples.—Kalamazoo Gazette.

Groceries Sold With or Without Service.

The plan for separating the price of merchandise from the cost of service incidental to it appears to be growing on the Pacific Coast.

J. J. Suess, who is a pioneer in the grocery business and whose store in Redlands is one of the largest in Southern California, has adopted the plan of selling groceries at a discount of 5 per cent for cash and another 5 per cent. if there is no delivery. The Suess store carries a stock of around \$30,000 and has invested in the business perhaps \$50,000 to \$60,000.

Yoast & Son, one of the largest grocery houses at Glendora, Cal., also has adopted identically the same plan. In their advertising they quote both the list price and the net price. Grain feed and sugar (15 pounds for a dollar) are sold net. Following are the Yoast prices as quoted in their last advertisement:

	Reg. price	Cash price less 10%
Suetene, large	\$.135	\$.122
Suetene, medium	.70	.63
Cal. Flap Jack, 2 pkgs.	.25	.22 1/2
2 cans Iris tomatoes	.25	.22 1/2
3 cans Standard tomatoes	.25	.22 1/2
3 cans Standard corn	.25	.22 1/2
2 cans fancy corn	.25	.22 1/2
3 cans Segro milk	.25	.22 1/2
3 lbs. head rice	.25	.22 1/2
Flour, large sack	2.20	1.98
Flour, small sack	1.15	1.00
3 lbs. crackers	.30	.27
1 lb. can chocolate	.30	.27
Coffee, 3 lb. Newmarks	1.10	1.00
Macaroni, large size	.25	.22 1/2
3 1/2 lbs. L. W. beans	.25	.22 1/2
3 1/2 lbs. pink beans	.25	.22 1/2
Carnation wheat, large	.30	.27
Sperry oats, large	.25	.22 1/2
Kellogg's corn flakes, 3 pkgs.	.30	.27
Schillings baking powder, 1 lb.	.45	.41

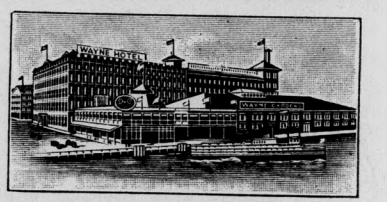
Hotel Breslin
 Broadway at 29th St.
 New York

"An Hotel Where Guests are Made to Feel at Home"

A High-Class Hotel with Moderate Rates.
 Exceptionally Accessible
 500 Rooms—Reasonable Restaurant Charges

RATES:
 Single Rooms with Running Water \$1.00 to \$2.00
 Single Rooms with Tub or Shower Bath \$1.50 to \$5.00
 Double Rooms with Running Water \$2.00 to \$4.00
 Double Rooms with Tub or Shower Bath \$3.00 to \$6.00

UNDER SAME MANAGEMENT AS Copley-Plaza Hotel, Boston
 EDWARD C. FOGG, Managing Director
 ROY L. BROWN, Resident Manager



THE NEW \$100,000 WAYNE MINERAL BATH HOUSE
 DETROIT (Third and Jefferson Ave's) MICH.

Completely equipped for giving every approved form of hydrophatic treatment for Rheumatism, Blood Disorders, Nervous Troubles, Dyspepsia, Constipation, etc. The Sulpho-Saline water is not excelled in therapeutic value by any spring in America or Europe.

WAYNE HOTEL AND GARDENS in connection. Delightfully located on river front, adjacent to D. & C. Nav. Co's Wharfs. Coolest spot in Detroit. European plan, \$1.00 per day and up.
 J. R. Hayes, Prop. F. H. Hayes, Asst. Mgr.

The Hotel Barry
 Hastings, Michigan
 Re-opened for Good

Parlor Sample Rooms
 Free Auto to and from all Trains

I will please you if given an opportunity
 Ask the Boys

GEO. E. AMES, Prop.

Predicted the War More Than Three Years Ago.

Jefferson Jackson, the trade journal publisher of Chicago, favors the Tradesman with a copy of his book, "A Tour of Egypt," which was written in the fall and winter of 1911 and published in the early spring of 1912. A notable feature of the book is that the author predicted the present war between Germany and England nearly three years before it broke out. In writing of Great Britain on page 36, Mr. Jackson says:

"In scientific government she is past master, in the administration of justice she is matchless, and in her grasp of world-wide dominion and the handling of alien races, her genius is like an inspiration. Yet this great nation is at a crisis in her career, is menaced with a danger at once real and positive, a danger we fear she does not fully realize. This danger, this menace, is not in her colonial empire, not in her own people or government, but in the sturdy, ever onward stride of another great nation, strong, virile, progressive, warlike and imperious—no less a power than the German empire, whose every thought, every impulse and dominant ambition is the conquest of England. And in Germany this is not jingoism, but a fixed purpose; not the design of a part or a faction, but the solid, united aim of every German, from the Emperor down to the meanest peasant. Germany is eagerly awaiting her time to strike and I am assured by men who are close to the Kaiser and enjoy his confidence to the greatest possible extent that he will improve the slightest opportunity and take advantage of the most trivial pretext to engage England in war and stop at no sacrifice of men or treasure to accomplish the humiliation and defeat of Germany's great rival. He expects to achieve this result largely through the employment of submarines, eighty of which are being constructed under the direct supervision of Von Tirpitz, who is probably as devoid of human feeling as any man since Nero. German friends assure me that the Kaiser will violate every treaty Germany has ever made and set at defiance the laws of God and man in utter contempt of the opinions of the civilized nations of the earth in pursuance of his present purpose to enlarge the territorial possessions of Germany and curtail the sea power of England."

Mr. Jackson is certainly some prophet. The war and the chief weapons employed therein are in exact accordance with Mr. Jackson's prediction, based on the Kaiser's statements.

Are We Going Coupon Mad?

"Is the United States going gift crazy?" asks the Emporia Bulletin of Emporia, Kan.

"In every newspaper you pick up nowadays you see the word 'free' in big type, denoting a gift enterprise of some kind. National advertisers are adding the word to their advertising vocabulary and in many places it is taking the place of the word 'quality.' The big Spearmint sign has been changed from 'Spearmint—the gum

with lasting flavor — Chew it after every meal' to 'Spearmint—Save the Coupons — Join our profit sharing plan.'

"In many places you will note that 'quality and service' have taken the background and you are presented with the thought of getting something for nothing. The people seem to be gift mad, and just leave it to the National distributors to give the people what they want. Emporia has stood up under the strain for several years but here and there you see the gift proposition sticking its nose up through safe and sane business management.

"Some grocers are giving away a free set of dishes with certain brands of coffee, others giving away silver spoons with \$1 purchases. It is in opposition to our 'premium and gift' agreement and we hope those taking part will see the folly of the movement and eliminate the feature before the contest is on to see who can give away the most and still make the people believe they are not paying for it."

Late News of Interest to Travelers.

Lloyd M. Mills, who was a resident of Grand Rapids for nearly thirty years prior to five years ago, when he removed to Portland, Oregon, has taken the management of the Hotel Franklin, at Portland, and is rapidly achieving a desirable reputation as a genial and accomplished boniface. Mr. Mills covered Western Michigan for the Hazeltine & Perkins Drug Co. during the time he resided here and certainly acquired sufficient knowledge of both good and bad hotels to enable him to give the traveling men in particular and the traveling public in general exactly what they should have in the way of accommodations and entertainment. The Franklin House was somewhat unpopular under a former landlord, but late reports from Portland indicate that it is rapidly regaining its good name under the direction of Mr. Mills.

Ernie Bovee, of Corunna has taken a position with the Wuichet Fertilizer Co., of Dayton, as traveling representative.

John D. Martin left Monday evening for Columbus, where he will attend the annual meeting of the Supreme Council, U. C. T., and also the imperial Savant Mystery. On his way home he will stop off at Richmond and Anderson, Ind., to inspect the furniture lines he will handle here during the July sales.

Clarence Hinehline, formerly with the Lansing branch of the Owosso Sugar Co., has leased the Digby hotel cafe at Lansing.

Ludwig Winternitz, who has been spending nearly three months in Grand Rapids as a member of the Burleson Club, left for his home in Chicago Tuesday, completely cured and as good as new. He is warm in praise of the courtesy and consideration shown him at the Burleson institution and insists that he will devote the remainder of his days to enlightening his numerous friends about the remarkable curative methods of Dr. Burleson and his associates.

Will Nations Control Prices?

While there is as yet no direct evidence to substantiate the belief, it is the general opinion in America that the three principal importing countries of the Allies are prepared to exert a tremendous force for depressing food prices in the coming months. Part of this force has already been exerted in a practical suspension of buying, and is evident in world wheat prices, while in America the most distant wheat futures now traded in do not echo Europe's need for bread so much as they do the opinion that Europe proposes to fill her needs at her own prices.

The spectacle of several great nations joining in an effort to control food prices will, if it materializes, be something new in the history of civilization. A few months ago, the idea would have been dismissed as improbable, along with the suggestion of a world war and many other apparently equally idle theories. To-day, with the world war being fought and a hundred other seeming impossibilities daily occurring, the idea of France, Italy and the United Kingdom co-operating for the purpose of purchasing bread from the rest of the world at a fixed maximum price is nothing fanciful; on the contrary, it must be accepted as a possible event, while free and open competition is dismissed as out of keeping with the new order of things.—Northwestern Miller.

Tree Grows Sweet Lemons.

The cutting of a lemon at the packing house of the San Dimas Lemon Association at Pomona, Calif., led to the discovery that a tree in the A. A. Stevens lemon grove, near San Dimas had been buncoing housewives all over the land for more than twenty-five years. The fruit produced by the tree is absolutely sweet instead of sour.

As near as can be learned the tree, which is over thirty years old, was budded onto an orange-wood root by Mr. Stevens from a bud obtained from a lemon tree on the Hayes ranch near San Dimas canyon. The tree is in the middle of the Stevens grove and is not to be distinguished from the other lemon trees save that, since its perfidy was discovered, a tendency toward roundness at the ends of the fruit seems somewhat noticeable.

In discussing the discovery of the Stevens sweet lemon, Dr. Herbert J. Webber, director of the citrus experiment station in Riverside says: "I presume that these are like some of the other sweet lemons of which there are a considerable number. There are so many variations in citrus fruits, however, that this particular fruit may prove to be entirely separate and distinct. None of these fruits are at the present time good market fruits, as the demand for the lemon is always for a sour fruit, and sweet fruit is insipid and undesirable."

Receipts Less Than Two Dollars Per Month.

Hastings, June 19.—Stating that the entire revenue of the undertaking business which he purchased of Cornelius Chapman of Middleville was only \$7.50 from early last August un-

til he returned the business to Chapman in November, Sheldon R. Gordon, of Jackson, began suit against Chapman for \$1,000 damages.

The case has just been concluded in Circuit Court here. Gordon declared that Chapman represented the profits falsely, stating that he had twenty-five funerals in the preceding year. He said, also that Chapman told him that the competing undertaker was not liked and that it would be easy to divert patronage from him. Gordon moved to Middleville and hung out his shingle and put in a telephone and—waited. The only call he had during his residence in that village of 1,800 long-lived citizens was a summons to bury a body shipped from Rockford. Then he made the \$7.50.

In the meantime he learned that the competing undertaker was a man of excellent character. Mr. Gordon turned the business back to Mr. Chapman in November and returned to Jackson. He settled with him in full. Later he began suit against Chapman to recover damages on the grounds that the business had been misrepresented.

Mr. Chapman, in the trial just concluded, denied the allegations and said that Gordon had not attended to business. He said also that when the business was returned to him it was ruined. Proof showed that when Gordon left Middleville he had settled with Chapman, and the jury brought in a verdict of no cause for action.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, June 23.—Creamery butter, fresh, 25@28c; dairy, 20lb24c; poor to common, all kinds, 19@20c.

Cheese—Dull; new tancy, 14¼@14½; new choice, 13½@14c; held fancy, 15½@16c.

Eggs—Choice fresh, 19@20c. Poultry (live)—Broilers, per lb., 23@27c; cox, 11c; fowls, 14@15c; ducks, 13@15c.

Beans—Medium, new, \$3.40; pea, \$3.25; Red Kidney, \$3.75; White Kidney, \$3.90@4; Marrow, \$3.75@4.

Potatoes—25@30c per bu.; new \$2.25@2.50 per bu. Rea & Witzig.

**Hotel Franklin
Portland, Oregon**



Only eight blocks from the business center. Eighty-four rooms. Hot and cold water in every room.

European Plan

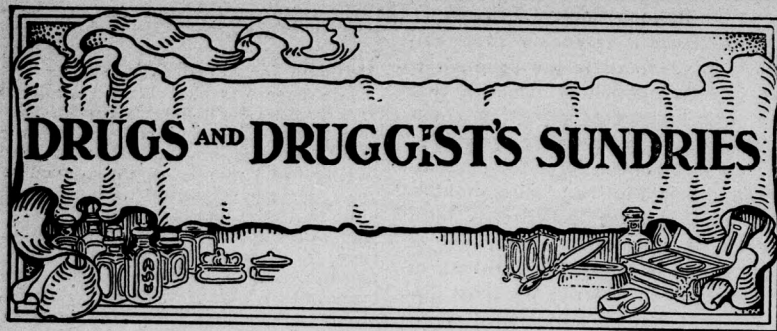
1 person 50c to \$1.00, with private bath \$1.25
2 persons 75c to \$1.50, with private bath 2.00
(Public tub and shower baths free)

Patronage of Michigan people especially solicited

LLOYD M. MILLS, Prop.

**HOTEL CODY
EUROPEAN
GRAND RAPIDS, MICH.**

Rates \$1 and up. \$1.50 and up bath.



Michigan Board of Pharmacy.
 President—E. T. Boden, Bay City.
 Secretary—E. E. Faulkner, Delton.
 Treasurer—Charles S. Koon, Muskegon.
 Other Members—Will E. Collins, Owasco; Leonard A. Seltzer, Detroit.

Michigan State Pharmaceutical Association.
 President—C. H. Jongejan, Grand Rapids.
 Secretary—D. D. Alton, Fremont.
 Treasurer—John S. Steketee, Grand Rapids.
 Next Annual Meeting—Detroit, June 7, 8 and 9, 1916.

Michigan Pharmaceutical Travelers' Association.
 President—W. H. Martin, Orion.
 Secretary and Treasurer—W. S. Lawton, Grand Rapids.

Grand Rapids Drug Club.
 President—Wm. C. Kirchgessner.
 Vice-President—E. D. De La Mater.
 Secretary and Treasurer—Wm. H. Tibbs.
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

Building Up a Toilet Goods Trade.

The trade in toilet goods is slipping away from the druggist. First the department stores created a toilet goods department, then the smaller stores followed suit, and finally the 5 and 10 cent stores have created a toilet goods counter.

There must be a reason for this. Either the druggist has been lax and has let this lucrative trade slip through his fingers, or the other stores have seen the opportunity in handling toilet goods and have made an aggressive campaign to capture the trade.

The druggist has by far the best opportunity to get and hold the trade in toilet goods—this business just naturally gravitates toward him, and a little push on his part will corral it.

What he must first do is to impress upon the buying public the fact that he is headquarters for toilet goods and accessories. This can be done in various ways. It is most important that the toilet goods should be prominently and attractively displayed. This can be done by means of counter stands, window displays, inside counter displays, literature and by word of mouth.

An attractive display case should be given over entirely to the display of toilet goods. One or two counter stands should be used, but no more. Remember that your display case is what its name implies, and it is not supposed to relieve the pressure upon your warehousing facilities.

A good window display is important, and when properly placed is a strong business-getter. Back this up by enclosing a booklet with every sale that is wrapped. This costs you nothing and you stand to win by increasing your trade. It is of extreme importance that you aid the good work by the spoken word; it carries weight and conviction when backed up by the window display, booklets, etc. You will have plenty of oppor-

tunities to do this, and you should make the most of them.

Try what we have outlined and increase your toilet goods trade and your balance will show on the right side of the ledger. H. E. Elkins.

Insecticides Should Now Be Pushed.

The Good Book tells us in some detail that there is a time for everything.

In the retail drug store timeliness is an important factor too often lost sight of by the druggist.

Tucked away on his shelves and in his cases are many things which he hardly ever sells from one end of the year to the other simply because he does not display and push them at the only time when there is an adequate demand for the particular article in question.

The approach of hot weather brings conditions favorable to insect life, the bane of the careful housewife. So at this time many women wish to purchase some good insecticide and many more would be making enquiry for such an article if they had just a little suggestion in the way of a show card or simple display in the druggist's window.

Again, insecticides cannot be classed as essentially a drug store line. Many manufacturers in the past have sold more of their goods through other lines of trade and some of them even now come to the druggist only as a last resort or to get rid of a surplus. For this reason a little educational work, at a time when sales should be best, is worth while on the part of the druggist.

Make a few neat show cards, or have them made if you can't do it yourself, calling attention to the need of insect powder, etc., at this time and also to the fact that you are prepared to meet the need with a reliable and effective article. With or without such cards there should be a window display of sufficient size to make an impressive showing. An occasional suggestion to the housewife who is purchasing something else will not be without its good effect, either.

Discussing Their Wives.

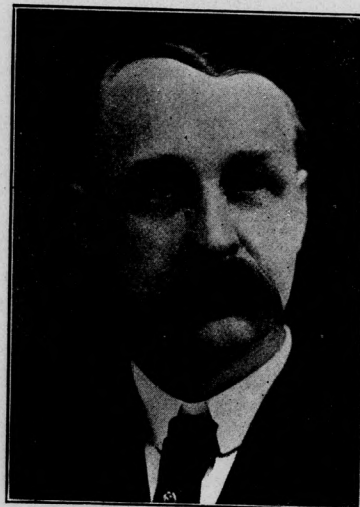
"It takes my wife so long to dress when we want to go to the city that we always miss the train," complained the first suburbanite. "How is your wife? I don't hear you kick much."

"My wife has a system that isn't so bad," said the second suburbanite. "She's so late for one train that she's generally on time for the next."

REPRESENTATIVE RETAILERS.

C. H. Jongejan, President Michigan State Pharmaceutical Association.

Cornelius Henry Jongejan was born in Pernis, Province of South Holland, Europe, March 10, 1865. He attended school in his native place and later at the Erasmian Lyceum, where he completed a college course. When he was 18 years old his family immigrated to this country and located in Grand Rapids. Mr. Jongejan's first work was assistant in a physician's office. He entered upon this employment in the expectation that he would study medicine, but after three years' experience concluded he would rather pursue some other vo-



C. H. Jongejan.

ner. He solicited life insurance for a time and worked for the city directory. He then entered the drug store of William H. VanLeeuwen, on Ellsworth avenue, where he remained a year. On the sale of the stock to Ulke DeVries, he continued with the store for some time. He later took a position as pharmacist for George G. Steketee, who at that time conducted a drug store next to the Morton house. Three years later he entered the employ of Anthony De Kruif, the Zeeland druggist, with whom he remained two years. He then formed a copartnership with Mr. Schepers and engaged in the drug business at 753 Grandville avenue under the style of Schepers & Jongejan. On the death of the partner, five years later, he entered into copart-

nership relations with the widow, which continued five years longer. On the expiration of this copartnership arrangement he purchased the interest of Mrs. Schepers and has since continued the business under his own name.

Mr. Jongejan was married October 27, 1892, to Miss Cornelia Leban, of Grand Rapids. They reside in their own home at 835 Caulfield avenue.

Mr. Jongejan is a member of the Masonic fraternity up to and including the Shrine. He is also a member of the Elks. He has only one hobby and that is amateur photography. He attributes his success to steady application to work, but he has not applied himself so closely that he has not found time to be a good husband, a good neighbor and a good citizen. He is a diligent student, both from a literary and professional standpoint, and is very generally regarded as one of the best posted men in the city.

As an indication of the esteem in which Mr. Jongejan is held by his associates in the pharmacy field, it may be stated that at the meeting of the Michigan State Pharmaceutical Association, held in the city last week, he was unanimously elected President of the organization. He has large plans for the further development and expansion of the work, including the adoption of plans that will perpetuate the secret order outlined at the entertainment given the druggists by Con De Pree at the Coliseum. He is strongly of the opinion that such an organization would prove to be a valuable adjunct to the work of the parent institution by serving to keep up interest in the senior organization and also greatly augment the attendance at the conventions.

A Post Card Window.

Here is the way one North Dakota druggist made an interesting display of post cards and incidentally did some good advertising for his store:

An entire window was given up to the display of souvenir cards. They were grouped in the bottom of the window, they were fastened at the back and sides and by a tasteful arrangement of cords drawn diagonally from the front bottom of the window to middle way of the back a large number of cards were displayed.

There were cards of all sorts and

Soda Fountain Supplies

Wire Chairs, Stools and Tables, Bent-wood Chairs, Spoons, Ladles, Dishers, Soda Glass Holders, Straws, Straw Dispensers, Strainers, Ice Chippers, Etc.

We are the sole agents in Western Michigan for the
Knight Sanitary Vitreous Iceless Soda Fountains
 (The safe guard of sanitation)

Grand Rapids Store Fixture Co.
 No. 7 Ionia Ave., N. W. Grand Rapids, Michigan
 On your way up town from the Union Depot.

all prices. Cards were not placed singly, but usually there were several in each package underlying each other. In this way it was made impossible for any one to estimate how many cards there were in the window.

For be it known, this was a Post Card Contest Window Display. In the foreground was displayed two handsome gold watches. A ladies' watch to be given to the lady making the nearest estimate to the number of cards in the window. A gentleman's watch for the man whose estimate was nearest correct.

This display was allowed to stay in the window for one week and the cards were counted only as they were taken from the window. In this way the possibility of anyone "giving away" the number of cards was safeguarded.

The window attracted a great deal of attention; guesses were free to any one wishing to make an estimate, but, of course, they had to come into the store to register their number. Nearly a thousand guesses were registered.

The number of cards in the window, when they were removed, turned out to be 1,308. The winner of the gentleman's watch came within two numbers, estimating 1,310, while the lady's hunting case watch was carried off by a little girl 8 years old. She was very much delighted with her watch, and was never tired of showing it to the people of the neighborhood, which is another example of what good advertisers the children are for a store if you can only secure their good will. This display

was one, by the way, which especially appealed to the children and resulted in a large increase in the sale of cards as well as other goods.

The watches were acquired through the saving of coupons, so that two excellent prizes were secured for the scheme at little or no expense.

The winning numbers were posted on the window for a week after the display was taken out. Many people dropped in to enquire the names of the winners, so that taking it all in all the plan, although not an elaborate or expensive one, was very profitable and did much to pleasantly advertise the store.

Apology.

"This is no place for such a petty squabble," said the police court judge. "Now, Mulligan, you apologize to Hogan for calling him a liar and I'll dismiss the case."

"All right, Mister Hogan, I apologize for callin' ye—callin' ye what ye are."



THE GRAND RAPIDS VETERINARY COLLEGE

Offers a Three Years' Course in Veterinary Science
Complying with all the requirements of the U. S. Bureau of Animal Industry. Established 1897.
Incorporated under State law. Governed by Board of Trustees. Write for Free Catalogue.
200 Louis St. Grand Rapids, Michigan

**Walrus Soda Fountains
Electric Carbonators
Cyclone Mixers**

Glasses Cups Holders
Spoons Dishers Paper Soda Cups
Squeezers Shakers, Etc.

Coca Cola, Cherry Smash
Root Beer, Grapefruitola
Syrups and Flavors

Chairs, Stools and Tables

Hazeltine & Perkins Drug Co.
Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

Prices quoted are nominal, based on market the day of issue.

Acids	Acetic 6 @ 8	Boric 10 @ 15	Carbolic 1 71 @ 1 75	Citric @ 1 00	Muriatic 1 1/4 @ 5	Nitric 7 @ 12	Oxalic 27 1/2 @ 35	Sulphuric 1 1/4 @ 5	Tartaric 53 @ 56																																																																										
Ammonia	Water, 26 deg. 6 1/4 @ 10	Water, 18 deg. 4 1/2 @ 8	Water, 14 deg. 3 1/2 @ 6	Carbonate 13 @ 16	Chloride 10 @ 25																																																																														
Balsams	Copaiba 75 @ 1 00	Fir (Canada) 1 50 @ 1 75	Fir (Oregon) 40 @ 50	Peru 4 75 @ 5 00	Tolu 75 @ 1 00																																																																														
Berries	Cubeb 85 @ 90	Fish 15 @ 20	Juniper 10 @ 15	Prickley Ash @ 50																																																																															
Barks	Cassia (ordinary) 25 @ 30	Cassia (Saigon) 55 @ 75	Elm (powd. 30c) 28 @ 30	Sassafras (pow. 30c) @ 25	Soap Cut (powd.) 35c @ 23 @ 25																																																																														
Extracts	Licorice 27 @ 30	Licorice powdered 30 @ 35																																																																																	
Flowers	Arnica 30 @ 40	Chamomile (Ger.) 90 @ 1 00	Chamomile (Rom) 55 @ 60																																																																																
Gums	Acacia, 1st 50 @ 60	Acacia, 2nd 45 @ 50	Acacia, 3rd 40 @ 45	Acacia, Sorts 20 @ 25	Acacia, powdered 30 @ 25	Aloes (Barb. Pow) 25 @ 25	Aloes (Cape Pow) 40 @ 50	Aloes (Soc. Pow.) 40 @ 50	Asafoetida 60 @ 75	Asafoetida, Powd. Pure @ 1 00	U. S. P. Powd. @ 1 25	Camphor 58 @ 62	Guaiaac 40 @ 45	Guaiaac, powdered 50 @ 55	Kino 70 @ 75	Kino, powdered 75 @ 80	Myrrh @ 40	Myrrh, powdered @ 50	Opium 8 50 @ 8 75	Opium, powd. 10 00 @ 10 25	Opium, gran. 10 25 @ 10 50	Shellac 28 @ 35	Shellac, Bleached 30 @ 35	Tragacanth No. 1 2 25 @ 2 50	Tragacanth pow 1 25 @ 1 50	Turpentine 10 @ 15																																																									
Leaves	Buchu 1 75 @ 2 00	Buchu, powd. 2 00 @ 2 25	Sage, bulk @ 40	Sage, 1/2s loose @ 45	Sage, powdered @ 45	Senna, Alex 30 @ 35	Senna, Tinn. 30 @ 35	Senna Tinn powd 35 @ 40	Uva Ursi 18 @ 20																																																																										
Oils	Almonds, Bitter, true 6 50 @ 7 00	Almonds, Bitter, artificial 3 00 @ 3 25	Almonds, Sweet, true 1 25 @ 1 50	Almonds, Sweet, imitation 50 @ 60	Amber, crude 25 @ 30	Amber, rectified 40 @ 50	Anise 2 00 @ 2 25	Bergamont 4 25 @ 4 50	Cajeput 1 35 @ 1 60	Cassia 1 75 @ 2 00	Castor, bbls. and cans 12 1/2 @ 15	Cedar Leaf 90 @ 1 00	Citronella 75 @ 1 00	Cloves 1 75 @ 2 00	Cocao nut 20 @ 25	Cod Liver 1 75 @ 2 00	Cotton Seed 85 @ 1 00	Croton 2 00 @ 2 25	Cuppebs 3 75 @ 4 00	Elgeron 1 75 @ 2 00	Eucalyptus 1 00 @ 1 20	Hemlock, pure @ 1 00	Juniper Berries 2 50 @ 2 75	Juniper Wood 70 @ 90	Lard, extra 80 @ 90	Lard, No. 1 65 @ 75	Laven'r Flowers. @ 60	Lemon 1 25 @ 1 40	Lemon 2 00 @ 2 25	Linseed, boiled, bbl. @ 63	Linseed, bld. less 66 @ 73	Linseed, raw, bbl. @ 62	Linseed, raw, less 65 @ 72																																																		
Mustard, true .9 00 @ 9 50	Mustard, artif'l 5 00 @ 5 25	Neatsfoot 70 @ 80	Olive, pure 2 50 @ 3 50	Olive, Malaga, yellow 1 55 @ 1 65	Olive, Malaga, green 1 50 @ 1 60	Orange Sweet .. 2 50 @ 2 75	Organum, pure .. @ 2 50	Organum, com'l @ 75	Pennyroyal @ 2 75	Peppermint 2 50 @ 2 75	Rose, pure 14 50 @ 16 00	Rosemary Flows 1 50 @ 1 75	Sandalwood, E. I. 7 00 @ 7 25	Sassafras, true @ 1 10	Sassafras, artif'l @ 60	Spearmint 3 25 @ 3 50	Sperm 90 @ 1 00	Tansy 4 00 @ 4 25	Tar, USP 30 @ 40	Turpentine, bbls. @ 48	Turpentine, less 55 @ 60	Wintergreen, true @ 50 00	Wintergreen, sweet birch 3 00 @ 3 25	Wintergreen, art 2 00 @ 2 25	Wormseed 3 50 @ 4 00	Wormwood 4 00 @ 4 25																																																									
Potassium	Bicarbonate 30 @ 35	Bichromate 20 @ 25	Bromide 1 25 @ 1 35	Carbonate 30 @ 35	Chlorate, xtal and powdered 42 @ 45	Chlorate, granular 47 @ 50	Cyanide 30 @ 45	Iodide @ 3 77	Permanganate .. 85 @ 90	Prussiate, yellow 90 @ 1 00	Prussiate, red .. 1 40 @ 1 50	Sulphate 20 @ 25																																																																							
Roots	Alkanet 30 @ 35	Blood, powdered 20 @ 25	Calamus 40 @ 45	Elecampane, pwd. 15 @ 20	Gentian, powd. 15 @ 25	Ginger, African, powdered 15 @ 20	Ginger, Jamaica 22 @ 25	Ginger, Jamaica, powdered 22 @ 28	Guidenseal pow. 5 50 @ 7 00	Ipecac, powd. 6 25 @ 6 50	Licorice 18 @ 20	Licorice, powd. .. 12 @ 13	Orris, powdered 30 @ 35	Pinks, powdered 20 @ 25	Rhubarb, powd. 75 @ 1 00	Rhubarb, powd. 75 @ 1 25	Rosinweed, powd. 25 @ 30	Sarsaparilla, Hond. ground @ 65	Sarsaparilla Mexican, ground 20 @ 35	Squills 20 @ 35	Tumeric, powd. 12 @ 15	Valerian, powd. 25 @ 30																																																													
Seeds	Anise 20 @ 25	Anise, powdered @ 25	Bird, ls @ 12	Canary 8 @ 12	Caraway 15 @ 20	Cardamon 2 00 @ 2 25	Celery (powd. 40) 30 @ 35	Coriander 10 @ 18	Dill 20 @ 25	Fennel 40 @ 45	Flax 5 @ 10	Flax, ground 5 @ 10	Foenugreek, pow. 8 @ 10	Hemp 6 @ 10	Lobelia 6 @ 10	Mustard, yellow 16 @ 20	Mustard, black 16 @ 20	Mustard, powd. 22 @ 30	Poppy 15 @ 20	Quince 1 00 @ 1 25	Rape @ 15	Sabadilla @ 35	Sabadilla, powd. @ 40	Sunflower 12 @ 15	Worm American 20 @ 25	Worm Levant .. 1 00 @ 1 10																																																									
Tinctures	Aconite @ 75	Aloes @ 65	Arnica @ 75	Asafoetida @ 1 35	Belladonna @ 1 65	Benzoin @ 1 00	Benzoin Compo'd @ 1 00	Buchu @ 1 50	Cantharadies .. @ 1 80	Capsicum @ 90	Cardamon @ 1 50	Cardamon, Comp. @ 2 00	Catechu @ 60	Cinchona @ 1 05	Cinchona @ 1 05	Colchicum @ 75	Cubeb @ 1 20	Digitalis @ 80	Gentian @ 75	Ginger @ 85	Guaiac @ 1 05	Guaiac Ammon. @ 80	Iodine @ 2 00	Iodine, Colorless @ 2 00																																																											
Faints	Lead, red dry 9 @ 9 1/2	Lead, white dry .. 9 @ 9 1/2	Lead, white oil .. 9 @ 9 1/2	Ochre, yellow bbl. 1 @ 1 1/4	Ochre, yellow less 2 @ 5	Putty 2 1/2 @ 5	Red Venet'n bbl. 1 @ 1 1/2	Red Venet'n less 2 @ 5	Vermillion, Eng. 1 25 @ 1 50	Vermillion, Amer. 15 @ 20	Whiting, bbl. ... 1 1-10 @ 1 1/2	Whiting 2 @ 5	L. H. P. Prepd 1 25 @ 1 35																																																																						
Insecticides	Arsenic 10 @ 15	Blue Vitrol, bbl. @ 8	Blue Vitrol, less 9 @ 15	Bordeaux Mix Pst 8 @ 10	Hellebore, White powdered 15 @ 20	Insect Powder .. 30 @ 50	Lead Arsenate .. 8 @ 16	Lime and Sulphur Solution, gal. ... 15 @ 25	Paris Green 18 @ 25 1/2																																																																										
Miscellaneous	Acetanalid 1 00 @ 1 10	Alum 6 @ 8	Alum, powdered and ground 7 @ 10	Bismuth, Subnitrate 2 97 @ 3 10	Borax xtal or powdered 6 @ 12	Cartharates po 2 00 @ 7 00	Calomel 1 66 @ 1 70	Capsicum 30 @ 35	Carmine 4 25 @ 4 50	Cassia Euds 30 @ 35	Cloves 30 @ 35	Chalk Prepared 5 @ 8 1/2	Chalk Precipitated 7 @ 10	Chloroform 37 @ 43	Chloral Hydrate 1 25 @ 1 45	Cocaine 4 60 @ 4 90	Cocoa Butter .. 55 @ 65	Corks, list, less 70%	Copperas, bbls. ... @ 01	Copperas, less ... 2 @ 5	Copperas, powd. ... 4 @ 6	Corrosive Sublim 1 59 @ 1 65	Cream Tartar ... 40 @ 45	Cuttlebone 45 @ 50	Dextrine 7 @ 10	Dover's Powder .. @ 2 50	Emery, all Nos. 6 @ 10	Emery, powdered 5 @ 8	Epsom Salts bbls. @ 2 1/4	Epsom Salts, less 3 @ 5	Ergot 2 00 @ 2 25	Ergot, powdered 2 75 @ 3 00	Flake White 10 @ 20	Formaldehyde lb 10 @ 15	Gambler 10 @ 15	Gelatin 56 @ 70	Glassware, full cases 80%	Glassware, less 70 & 10%	Glauber Salts bbl. 2 @ 5	Glauber Salts less 2 @ 5	Glue, brown 11 @ 15	Glue, brown grd. 10 @ 15	Glue, white 15 @ 25	Glue, white grd. 15 @ 20	Glycerine 20 @ 35	Hops 45 @ 60	Indigo 1 25 @ 1 50	Iodine 4 55 @ 4 80	Iodoform 5 20 @ 5 80	Lead Acetate 15 @ 20	Lycopodium 1 35 @ 1 50	Mace 85 @ 90	Mace, powdered 95 @ 1 00	Menthol 3 50 @ 3 75	Menthol 3 75 @ 4 00	Morphine 5 65 @ 5 90	Nux Vomica @ 15	Nux Vomica pow. @ 20	Pepper, black pow. @ 30	Pepper, white ... @ 35	Pitch, Burgundy .. @ 15	Quassia 10 @ 15	Quinine, all brds 30 @ 40	Rochelle Salts .. 32 @ 40	Saccharine 3 25 @ 3 75	Salt Peter 17 @ 25	Seidlitz Mixture . 28 @ 32	Soap, green 15 @ 20	Soap, mott castile 12 @ 15	Soap, white castile case @ 6 75	Soap, white castile less, per bar ... @ 75	Soda Ash 1 1/2 @ 5	Soda Bicarbonate 1 1/2 @ 5	Soda, Sal 1 @ 4	Spirits Camphor @ 75	Sulphur roll 2 1/2 @ 5	Sulphur Subl. 3 @ 5	Tamarinds 15 @ 20	Tartar Emetic ... @ 60	Turpentine Venice 40 @ 50	Vanilla Ex. pure 1 00 @ 1 50	Witch Hazel 65 @ 1 00	Zinc Sulphate ... 7 @ 10

6

Table with 2 columns: Item Name and Price. Includes Butter, Soda, Oyster, Sugar Wafer Specialties, CREAM TARTAR, DRIED FRUITS, FARINACEOUS GOODS, and Fishing Tackle.

7

Table with 2 columns: Item Name and Price. Includes FLAVORING EXTRACTS, FLOUR AND FEED, WINTER WHEAT, GRAIN BAGS, HIDES AND PELTS, and Pelts.

8

Table with 2 columns: Item Name and Price. Includes Tallow, HORSE RADISH, JELLY GLASSES, MAPLEINE, MINCE MEAT, MOLASSES, MUSTARD, OLIVES, PEANUT BUTTER, PETROLEUM PRODUCTS, PICKLES, PLAYING CARDS, POTASH, and PROVISIONS.

9

Table with 2 columns: Item Name and Price. Includes Picnic Boiled, Sausages, Beef, Pig's Feet, Tripe, Casings, Uncolored Butterine, Canned Meats, RICE, ROLLED OATS, SALAD DRESSING, SALERATUS, SAL SODA, SALT, Warsaw, Solar Rock, SALT FISH, Smoked Salmon, Halibut, Holland Herring, Standard, Trout, Mackerel, and Lake Herring.

10

Table with 2 columns: Item Name and Price. Includes SEEDS, SHOE BLACKING, SNUFF, SODA, SPICES, Whole Spices, Pure Ground in Bulk, STARCH, Corn, Muzzy, SYRUPS, Pure Cane, Choice, Folger's Grape Punch, TABLE SAUCES, TEA, Ungolored Japan, Choice, Fancy, Basket-fired, Siftings, Gunpowder, Moyune, Ping Suey, Young Hyson, Oolong, Formosa, English Breakfast, Congou, Pekoe, and Flowery O. P. Fancy.

11

Table with 2 columns: Item Name and Price. Includes TOBACCO, Blot, Bugle, Dan Patch, Fast Mail, Hiawatha, May Flower, No Limit, Ojbwa, Petoskey Chief, Red Bell, Sterling, Sweet Cuba, Sweet Burley, Sweet Mist, Tiger, Uncle Daniel, Plug, Am. Navy, Drummond Nat. Leaf, Battle Ax, Bracer, Big Four, Boot Jack, Bullion, Climax Golden Twins, Climax, Day's Work, Creme de Menthe, Derby, Five Bros., Four Roses, Gilt Edges, Gold Rope, G. O. P., Granger Twist, G. T. W., Horse Shoe, Honey Dip Twist, Jolly Tar, Kentucky Navy, Keystone Twist, Kismet, Maple Dip, Merry Widow, Nobby Spun Roll, Parrot, Patterson's Nat. Leaf, Peachey, Picnic Twist, Piper Heidsieck, Piper Heidsieck per doz., Polo, Redicut, Scrapple, Sherry Cobbler, Spear Head, Spear Head 1 1/2 oz., Spear Head 7 oz., Sq. Deal, Star, Standard Navy, Ten Penny, Town Talk, Yankee Girl, All Red, Am. Union Scrap, Bag Pipe, Cutlas, Globe Scrap, Happy Thought, Honey Comb Scrap, Honest Scrap, Mail Pouch, Old Songs, Old Times, Polar Bear, Red Band, Red Man Scrap, Scrapple, Sure Shot, Yankee Girl Scrap, Pan Handle Scrap, Peachey Scrap, Union Workman, All Leaf, BB, BB, BB, BB, Badger, Badger, Banner, Banner, Banner, Belwood Mixture, Big Chief.

SPECIAL PRICE CURRENT

12

13

14

Table with columns for items and prices. Includes categories like Smoking, Pilot, and various tobacco products.

Table with columns for items and prices. Includes categories like Faucets, Mop Sticks, Pails, and various household goods.

Table with columns for items and prices. Includes categories like Traps, Washboards, Window Cleaners, and various cleaning supplies.

15

16

17

BAKING POWDER

Table listing various baking powder brands and prices, including K. C., Doz., and Doz. prices.

Roasted Dwinell-Wright Brands



White House, 1 lb. White House, 2 lb. Excelsior, Blend, 1 lb.

Proctor & Gamble Co.

Table listing Proctor & Gamble products like Lenox, Ivory, and Star with prices.

Swift & Company

Table listing Swift & Company products like Swift's Pride, White Laundry, and Wool.

Tradesman Co.'s Brand

Table listing Tradesman Co.'s Brand products like Black Hawk and Old Country.

A. B. Wrisley

Table listing A. B. Wrisley products like Good Cheer and Old Country.

Scouring

Table listing Scouring products like Sapolio and Scourine.

Soap Compounds

Table listing Soap Compounds products like Johnson's Fine and Rub-No-More.

Washing Powders

Table listing Washing Powders products like Armour's and Babbitt's 1776.



Royal 10c size . 90 1/4 lb cans 1 35 6 oz cans 1 90

CIGARS

Johnson Cigar Co.'s Brand Dutch Masters Club 70 00 Dutch Masters, Inv. 70 00



Royal Garden Tea, pkgs. 40 THE BOUR CO. TOLEDO, OHIO.

COFFEE

OLD MASTER COFFEE 12 in. 1 65 14 in. 1 85

SOAP

Lautz Bros.' & Co. Acme, 70 bars . 3 05 Acme, 100 cakes, 5c sz 3 75



The only 5c Cleanser Guaranteed to equal the best 10c kinds 80 - CANS - \$2.90

OLD MASTER COFFEE

Old Master Coffee . 31 San Marto Coffee

FITZPATRICK BROTHERS' SOAP CHIPS

White City (Dish Washing) . 210 lbs. 3c per lb. Tip Top (Caustic) 250 lbs. 4c per lb.

FOOTE & JENKS' COLEMAN'S (BRAND) Terpeneless Lemon and High Class Vanilla Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to FOOTE & JENKS, Jackson, Mich.

PUTNAM'S Double A Bitter Sweet Chocolates The Highest in Quality Greatest in Demand If you are not supplied a postal card will bring them Packed in five pound boxes Vanilla, Pineapple, Orange, Lemon, Raspberry, Walnut or Assorted. Made by National Candy Co., Inc. Putnam Factory GRAND RAPIDS MICHIGAN

MICA GREASE 1 lb. boxes, per gross 8 70 3 lb. boxes, per gross 22 70

CHARCOAL Car lots or local shipments, bulk or sacked in paper or jute. Poultry and stock charcoal. M. O. DEWEY CO., Jackson, Mich.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

Hotel—Allegan, Mich.—Fine two-story colonial building; accommodates thirty people; located on bank Kalamazoo River; only two blocks from stores; worth \$8,000; for quick sale \$5,500; one-half down. John Stein, owner, Allegan, Mich. 231

For Rent—Fully equipped moving picture house, machine, screen and seating capacity for 250 people. In one of best show cities in the State; five automobile factories, including the famous Buick factories, employing over 6,000 workmen alone. For further particulars write Chas. E. Cruseo, 205 Flint P. Smith Bldg., Flint, Michigan. 232

For Sale—Fish market; established profitable business; owner must change climate. Chas. Eiferle, Battle Creek, Michigan. 233

Wanted—To buy small stock of groceries. Must be good location and town. Don't care if not paying. Give invoice and price. J. H. Kellogg, Chicago, Illinois, care New Southern Hotel, 13th and Michigan avenue until July 1. 242

For Sale—5 and 10c store doing good business in city of 15,000. Good location, cheap rent. Best reasons for selling. W. M. Walter, Mishawaka, Indiana. 228

Home in Northville, 2½ acres land, all modern conveniences and outbuildings; exchange for small fruit farm, hardware or furniture stock Michigan. Chas. Maynard, Milan, Michigan. 229

For Sale—Exceptionally clean assorted stock in mining town; shelf hardware, miners supplies and groceries. Invoice about \$2,000. No fixtures to buy unless you want to buy building; long term lease on building and fixtures. Good reason for selling. Address G. V. Leonard, Saginaw, W. S., Michigan. 230

For Sale—One large entrance showcase in first-class condition at less than half price. Also one 8-foot notion showcase at the same reduction. Paul Stekette & Sons. 234

For Sale—Creamery in a town of 500 population, old settled farming community; can show \$12,000 to \$15,000 business yearly; good reason for selling. Address R 35, care Tradesman. 235

For Sale—Stock of general merchandise, consisting of dry goods, clothing, shoes and groceries, all staples, at seventy-five cents on the dollar. Will invoice about \$4,000. Good farming community. Good store building. Low rent. A fine opportunity for someone to continue the business. Must sell on account of broken health. Robert Ardis, McBain, Michigan. 237

Shows where your money goes—That's what the F. & B. journal cash book does. It is complete financial record of your business, showing sales, purchases, cash and distribution of expenses. Price \$2.50. Fleming & Benedict, 8 Spruce street, New York. 238

For Sale—Clean stock dry goods and groceries. Michigan town; good farming community, on railroad. Inventory \$5,000, easily reduced. Low rent. Bargain. Templeton & Alsbaugh, Canton, Ohio. 239

For Sale—Cash grocery store doing good business. Very good reason for selling. Stock and fixtures between \$1,000 and \$1,200. Must sell within ten days. Address 820 W. Main street, Owosso, Michigan. 240

For Rent—M. Hene's ready-to-wear department, which is a large and beautiful room. Well lighted, best location and fitted up with furniture and fixtures. The rent reasonable and can be occupied at once or for fall. Address M. Hene, Muncie, Indiana. 241

Stock ladies' and men's clothing and shoes in best sugar-belt section of Michigan \$5,000. Stock can reduce to \$3,500. Low expenses; live business. Sickness reason for selling. Address 225, care Tradesman. 225

Two-dollar hat store, and renovating plant in connection, for sale. Live city, 25,000. Well-established, making very good money. Everything up-to-date; no old stock. A lifetime opportunity. Invoice about \$2,000. Hurry! Berniers' \$2.00 Hat Store, Fargo, N. Dak. 226

Five drawer National cash register for sale cheap. A. Salomon & Son, Kalamazoo, Michigan. 219

For Sale—Variety store, stock and fixtures, a prosperous business, in good live town, county seat. Best reasons for selling. A bargain if taken at once. Address XYZ, care Tradesman. 220

For Sale—A meat market, fixtures and building; everything new; will sell cheap if sold at once. Address 524 Richfield Road, Flint, Michigan. 221

For Sale—Only bakery in county seat town of 1,200; doing good business. Brick rooms; reasonable rent; best location in town. Roberts oven No. 60, 1½ barrels. Triumph mixer gas engine all in first-class condition. No bread shipped in. Cigar factory, button factory with a running pay roll of \$1,200 per week. A bargain for \$700. Address C. A. Mills, Oquawka, Illinois. 207

For Sale—General merchandise business in small town. Might consider small farm or house in good town for same. E. A. Lutter, Kingston, Illinois. 208

Shoes—We are stock buyers of all kind of shoes, large or small, parts of or any kind of merchandise. Largest prices paid. Write at once. Perry Mercantile Co., 524 Gratiot avenue, Detroit, Michigan. 209

For Sale—Old established hardware business. Address 624 Main street, Marine City, Michigan. 210

For Sale—Home surrounded by beautiful grounds on river. Address 624 Main street, Marine City, Michigan. 211

For Lease

MODERN CORNER STORE, 43x60, FULL BASEMENT. 2 FLATS. BEST LOCATION on Jefferson East in Fairview, Detroit.

ESTABLISHED GENERAL MERCHANDISE

business. First-class opening for furniture, drugs and books, 5 AND 10c STORE OR ANY RETAIL BUSINESS. Address Metropolis, care Mich. Tradesman.

For Sale—Grocery, old stand, in a good neighborhood, corner store, large order route and good transient trade; clean stock, store and fixtures up to date; will sell at a reasonable price. Grocery 45, care Tradesman. 204

For Sale—160 acres, hardwood land, 2½ miles from R. R. station, 60 acres cleared, balance easy to clear, and stumps about ready to come out. Creek on one corner. Price reasonable. H. Marvin, Baxter, Michigan. 190

For Sale—On account of poor health my stock of dry goods, shoes, groceries and fixtures invoicing about \$5,000. A good established business. Will rent brick store 75 x 25 feet with good basement and furnace for \$22 per month. This is one of the best locations in Vassar a live town of 2,200 inhabitants. R. D. Varnum, Vassar, Michigan. 192

We sell and exchange real estate and businesses everywhere. Let us handle yours. Templeton & Alsbaugh, Canton, Ohio. 197

For Sale—A stock of dry goods and millinery in a town of 1,500 population in Western Michigan; stock inventories \$5,600; only one other dry goods store in town. This stock must be sold at once. Don't write unless you mean business. Address M. B. Covell, Guardian, Whitehall, Michigan. 198

For Sale—Hotel with bar, would take part real estate. Small park. Enquire of owner. M. E. Dickinson, Algonac, Michigan. 199

Want to buy stock merchandise not to exceed \$20,000. Give full details. James A. Flynn, 1131 South 32nd street, Omaha, Nebraska. 200

Here is a chance to buy a thriving fuel and feed store in Grand Rapids, in fine location. Owner must sell for a very good reason. Address Fuel and Feed, care Tradesman. 202

Sacrifice 160 improved, corn, stock, level farm near city—Spring Lake. Part trade. \$8,000. J. Topping, Muskegon, Michigan. 188

For Sale—Combination ice cream freezer and a quantity of tubs and cans. Low price for cash at once. Address M. A. Warren, Flint, Michigan. 189

For Sale Cheap—Hotel furnishings in best town in Central Michigan. 10,000 inhabitants; twenty-six rooms; good business. Good three-story brick building; steam heat, gas and electric lights. Cheap rent. Good reason for selling. Address No. 169, care Tradesman. 169

For Sale—Drug store in city of 40,000 in Michigan. Clean and up-to-date stock. Good reasons for selling. Write No. 163, care of Michigan Tradesman. 163

For Sale—A clean stock of general merchandise. Will inventory about \$4,000. In good country town with best of farming country around. Handy to Grand Rapids market. Reason for selling, change of business. Address 224, care Michigan Tradesman. 224

Wanted—I want to buy a shoe stock for spot cash. Price must be low. Address "Hartzell," care Tradesman. 907

Merchandise Sales Conductor. For closing out entirely or reducing stocks, get Flood, Dexter, Michigan. 18

Cash for your business or property. I bring buyers and sellers together. No matter where located, if you want to buy, sell or exchange any kind of business or property, write me. Established 1881. John B. Wright, successor to Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Bldg., Chicago, Ill. 326

Move your dead stock. For closing out or reducing stocks, get in touch with us. Merchant's Auction Co., Reedsburg, Wisconsin. 963

Safes Opened—W. L. Slocum, safe expert and locksmith, 97 Monroe Ave., Grand Rapids, Michigan. 104

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kaufer, Milwaukee, Wis. 925

Merchants Please Take Notice! We have clients of grocery stocks, general stocks, dry goods stocks, hardware stocks, drug stocks. We have on our list also a few good farms to exchange for such stocks. Also city property. If you wish to sell or exchange your business write us. G. R. Business Exchange, 540 Houseman Bldg., Grand Rapids, Mich. 859

We buy and sell second-hand store fixtures. Grand Rapids Store Fixture Co., 7 North Ionia Ave. 204

Stocks Wanted—If you are desirous of selling your stock, tell me about it. I may be able to dispose of it quickly. My service free to both buyer and seller. E. Krusenga, 44-54 Ellsworth Ave., Grand Rapids, Michigan. 870

For Sale—No Trade—Clean stock of dry goods and groceries, small town, good territory; established twelve years. Have good trade. Stock and fixtures about \$6,000. Can be reduced. Annual sales \$18,000 to \$20,000. Good reasons for selling. Address No. 98, care Tradesman. 98

We pay CASH for merchandise stock and fixtures. Grand Rapids Store Fixture Co., 7 North Ionia Ave. 203

For Sale—On account of other business, I will sell my long-established business, consisting of men's and boys' clothing and furnishings, few shoes and small lot of ladies' ready-to-wear. In all will inventory about \$9,000. Will take 60 cents on the dollar for quick sale. Stock is clean and up-to-date, and business is making money. City of 45,000. Rent \$125. Cash deal only considered. Address No. 212, care Michigan Tradesman. 212

For Sale—Fully equipped creamery in a good territory. Reason for selling, owners are unable to operate on account of other business. Will sell at a sacrifice. Located about 40 miles south of Grand Rapids. Address 20, care Michigan Tradesman. 20

For Sale—A stock of general merchandise of about \$12,000; also 5 acres of land and building valued at about \$5,000; located in Leaf Valley township, Douglas county, Minnesota, 9 miles from Garfield, the nearest railroad town on Great Northern. Here is located also a farmers co-operative creamery, a blacksmith shop and a town hall. If interested, write to W. H. Venzke, Garfield, Minn., Route No. 1. 217

If you want cash for your general stock, shoes or clothing, write R. W. Johnson, Fort Pierre, So. Dakota. 218

For Sale—Extra chance to buy stock of dry goods, shoes, groceries. One of the best towns in Eastern Michigan. About \$4,500. Physically unable to attend to business. Address No. 206, care Tradesman. 206

For Sale—Four Station cash carrier for \$25. David Gibbs, Ludington, Mich. 181

For Sale—New, clean grocery stock and fixtures located in new building on one of the best business streets of Grand Rapids. Established trade. Will waive good will if tenant makes five year lease of building. Buyer should have \$2,500 or will exchange for East end property. E. I. Bates, 841 South Division Street, Grand Rapids. 223

For Sale—Clean department store stock of china, dry goods, notions, house furnishings. Located in live manufacturing town 3,500, with first-class farming country. C. J. Tucker, Grand Ledge, Michigan. 215

HELP WANTED.

Several salesmen wanted to sell dress trimmings, laces and novelties to department stores. Excellent territory still open, good commission paid to experienced men only. Replying, state other lines carried and territory covered. Hirschberg, Schutz & Co., 29 E. 21st St., New York City. 216

Experienced salesman to carry the B. S. K. silk and cotton petticoats, for the Western and Southern states, on a very large commission basis. Splendid values. Stitching fourteen to eighteen stitches to the inch. Address Skadan, Kerns & Co., Weedsport, N. Y. 236

Mr. Drug Clerk—\$2,500 cash and \$500 security will set you up in business in good location in best city of 50,000 in the State. Good fixtures, complete stock, good fountain, and \$20 daily sales to start with that can be doubled. Address No. 227, Michigan Tradesman. 227

Wanted—A first-class, all around salesman who understands the clothing, shoe and furnishing goods business from A. to Z. Must be a good window trimmer and write his own cards. Good wages and steady position. None but a first-class man need apply. Address A. Lowenberg, Battle Creek, Michigan. 3

Wanted—Clothing Salesman—To open an office and solicit orders for Merchant Tailoring. Full sample equipment is free. Start now and get into business "on your own hook." We build to-order the best clothes in America. If you have faith in your ability to do things, you are the fellow we are looking for! Full details will be supplied on request and I can call and talk it over if you are interested. E. L. Moon, General Agent, Columbus, Ohio. 707

Creating Confidence

Michigan is one of the most responsive markets in the world for your goods. Prosperity has overtaken the people and they are buying.

Tell the people of Michigan about your goods—how they are made and sold and how to recognize them. Tell it to them through a medium in which they have confidence. When they know who you are, and what you offer them, they'll buy.

The medium which has the confidence of its readers in the Michigan field is the

Michigan Tradesman

DEATH RATE CUT IN TWO.

The figures given by Dr. George M. Kober, President of the National Association for the Study and Prevention of Tuberculosis, in his address at its annual meeting last week, are as impressive as they are encouraging. The death rate from this disease, he says, has been reduced from 326 per 100,000 population in 1880 to 146.6 in 1913, which means that if the rate in 1880 had existed in 1913 there would have been 322,000 deaths from tuberculosis in this country in the latter year, instead of the actual number, which was 143,000—a saving of 179,000 lives. Figures of this nature have become familiar to the public in recent years, but they have an undiminished interest. And that interest is not merely one connected with satisfaction in progress already made, but quite as much with the proof that that progress gives of the desirability of pushing the good work further. Dr. Kober's practical recommendations cover the subjects of milk, of housing, of "the enactment and enforcement of laws for the removal of dust and fumes" in industrial occupations, etc. It is not amiss to mention, as regards the wider significance of such statistics, that any such improvement as they testify to must be in the main an improvement affecting the lives of the masses of the people. Those who glibly talk of the advances of modern civilization as being absorbed by the rich or the well-to-do, while the toiling millions get no benefit, should be asked how the aggregate of deaths from tuberculosis could be cut in two by a life-saving process which affects only the fortunate few.

Label Must State Percentage of Acid.

Grand Rapids, June 22.—Is there a new law governing the sale or labeling of carbolic acid? I have heard it so stated, but have no actual knowledge on the subject. Pharmacist.

Crystal carbolic acid can be sold the same as heretofore, but all sales of liquid carbolic acid must bear on the label the percentage of strength—50 per cent. or 10 per cent., or whatever strength it may be.

It is very laudable to "save the grocer," but it doesn't look altogether as though the grocers want to be saved, at least through the channels which are proposed by some reformers. Only a few weeks ago one C. C. Traux was floating a gigantic scheme for eliminating all forms of middlemen in the grocery trade, in which the favorite multiples for discussion were millions. Traux attempted to interest grocers of Ohio in his scheme to cut out the legitimate jobber, his plans including the establishment of factories where practically all articles handled by retail grocers would be made. Now he is sued for \$150 by a Toledo creditor. The Ohio grocers evidently did not fall over themselves in taking stock in the enterprise.

John Rabier, former proprietor of the Bay Shore Hotel, at Wenona Beach, has filed suit for \$25,000 against Charles A. Kelley, prominent grocer of Bay City, with whom he has had a feud for three years. The

present case, which is for slander, is the outgrowth of Kelley's allegations against Rabier, charging him with firing Kelley's cottage at Alpin beach. The arson case was dropped after the second day of the examination. The feud which started over a case of beer and a cake of ice, resulted in Rabier paying two fines, serving thirty days in the county jail and losing his license for selling on Sundays. Rabier sets forth that his reputation, credit and friendships have been irreparably injured by Kelley. Kelley's two cottages and a neighbor's cottage were burned late in March and April 8. Kelley caused Rabier's arrest. An incident in the case was the demotion of Under Sheriff John Lynch by Sheriff W. B. Fitzgerald and Lynch's resignation.

Guy W. Rouse, President of the Worden Grocer Company, is so far recovered from his recent operation at U. B. A. hospital that he is now able to sit up a short time each day. His complete recovery is now a matter of weeks.

Mrs. N. P. Christensen is continuing the confectionery business at 355 Division avenue, south, formerly conducted by her husband, whose death took place last April.

Delbert Everhart, formerly a Wyoming township farmer, has started in the grocery business on the South Division avenue road, near the Wyoming club.

William Frederick Blake, manager of the tea department of the Judson Grocer Company, is confined to his home by illness.

"Sometimes," said Uncle Eben, "a man gets de reputation of bein' terrible industrious when he's only fidgety."

BUSINESS CHANCES.

For Sale—One of the best electric roller grain and feed mills in State of Michigan. Has own water right; equipped with modern appliances; place stands closest investigation; receipts showing \$40,000 yearly. Purchase price small down payment and easy terms; death of owner reason for selling. Address Mrs. S. A. Guard, Allegan Michigan. 243

Town Site—Fifth interest, land \$15 per acre; best location Arkansas Valley, Colorado. Best ditch, two railroads; third surveyed; new homestead center, rainbelt, fine crops; business and factory sites; electric power. L. C. Chatham, Boone, Colorado. 244

Do you enjoy an exclusive profitable Flour trade? You can control your Flour market and profit. Drop us a line and we will write you at once in regard to our exclusive sale proposition for

Purity Patent Flour

We buy practically all our grain direct from farmers, therefore saving elevator charges and poor mixtures. Our head miller is an expert and takes pride in the fact that bread made from "Purity Patent" has flavor and retains its moisture.

GRAND RAPIDS GRAIN & MILLING CO.,
Grand Rapids, Michigan

Webber's Jersey Bathing Suits



No. 1565. The illustration is taken from an actual photograph and shows the garment just as it is. A union suit, made of cotton jersey, good weight. Modest and comfortable. Would a man wear a slouchy, uncomfortable, no-fit, suit for swimming? Why should a women? How much easier to learn to swim with a suit that fits? No argument necessary to a swimmer—and the price, \$12.00 a dozen. Can you beat it?

Other Jersey Suits for women at \$8.50 to \$54.00 per dozen. \$24.00 and up are wool.

We also make cotton cloth, brilliantine and silk bathing dresses, with Jersey undergarments, separate bloomers and union suits. Also old style all cloth, union or two piece suits.

Also Boys and Childrens Jersey Suits to retail at 25 cents each and up. Men's Jersey Suits 50 cents and up. All of them made in either one or two piece suits. Trunks 10 cents and up.

Full Line of Bathing Shoes, Caps, Wings, Etc.

Samples to responsible dealers for the asking

Supplies for Beaches and Pools

GEO. F. WEBBER
MANUFACTURER

414-416-418 Gratiot Ave. DETROIT, MICH.

YOUR TRADE WILL NOT BE SATISFIED

Unless You Give Them

Blue Ribbon Bananas

and FAMOUS

Orangedale Oranges

FOR A SAFE AND SANE FOURTH

Solely distributed by

M. PIOWATY & SONS
GRAND RAPIDS - MUSKEGON - LANSING
MICHIGAN

WHY NOT ?

K C is pure. K C is healthful. It really does make lighter, nicer biscuits, cakes and pastry than the old fashioned single acting baking powders.

And you pay only a fair price for it. No baking powder should sell for more.



The above is one of a series of advertisements we are running in daily papers throughout the country. We are spending thousands upon thousands of dollars doing this to help the sales of

K C BAKING POWDER

THIS ALSO HELPS YOU. All grocers like to sell standard goods—particularly if they comply with the Pure Food Laws and pay a profit. Of course you sell it.

JAQUES MFG. CO., CHICAGO



IT STANDS ALONE

The patents covering the manufacture of Shredded Wheat are owned by the Shredded Wheat Company of Niagara Falls, N. Y.

Shredded Wheat

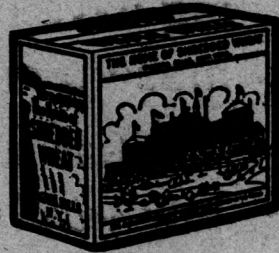
There is but one

It stands alone, unique, in a class by itself—made by the best process ever devised for making the whole wheat grain digestible. No grocer will offer a substitute because he knows there is no substitute for it. It is the premier among all breakfast cereals, incomparable, nutritious and delicious—strengthening, sustaining and satisfying. No free deals—no premiums—just a good, steady profit and a firm, steady demand which we create through continuous, persistent educational advertising.

MADE ONLY BY

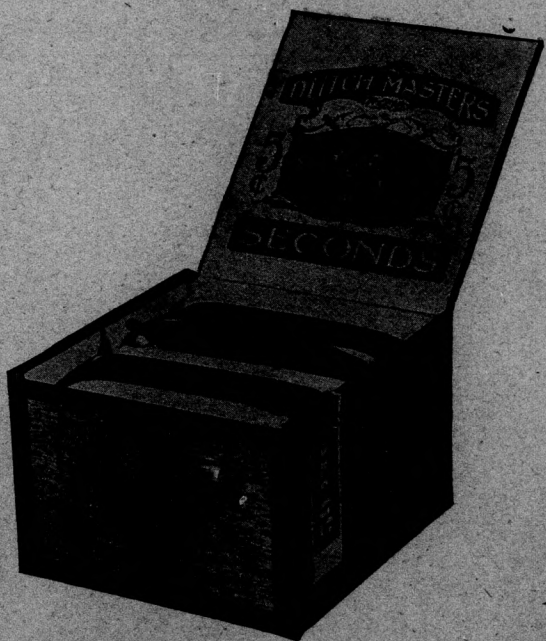
The Shredded Wheat Co., Niagara Falls, N. Y.

Shredded Wheat is made in two forms—Biscuit and Triscuit—the Biscuit for breakfast with milk or cream or fruits; Triscuit, the Shredded Wheat wafer, a crisp, tasty, whole wheat toast.



delicious with butter, cheese or marmalades. The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

DUTCH MASTERS SECONDS



Will stimulate your trade. Handled by all jobbers.

G. J. JOHNSON CIGAR CO., Makers
GRAND RAPIDS



FOR
TEA
COFFEE
AND
COCOA



Franklin Dainty Lumps

Superior to old style lump sugar in daintiness of appearance and convenient size. They dissolve quickly and enable the consumer to sweeten Tea, Coffee, Cocoa, etc., to suit the taste, without using a wasteful quantity. Tell your customers.

1-lb. and 2-lb. Cartons, 48 lbs. to the Container.
Made from Sugar Cane. Full Weight Guaranteed.

The FRANKLIN SUGAR REFINING COMPANY
PHILADELPHIA

The "Little Giant" Can Do Wonders For You in July

"Little Giant" is another name for 5, 10 and 25 cent goods--the accomplishments of which in profit-getting and dull time-dispelling have been so great as to be called "the modern merchandising miracle."

What better line could you have to make July *yield a profit* instead of being a drag.

If you have not yet come to know the wonder-working qualities of this line, now is the time of all times for you to begin. If you want your present stock of 5, 10 and 25 cent goods to work harder for you, NOW also is the time.

See our July catalogue for the whole story.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

CHICAGO

NEW YORK

ST. LOUIS

MINNEAPOLIS

DALLAS